BROADCASTING

Broadcast Advertising

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NOVEMBER 15, 1936

Foreign
$4.00 the Year

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15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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Three Great Newspapers Focus Attention On WFAA - WBAP Programs

The Radio Pages of The Dallas News, Fort Worth Star-Telegram and The Dallas Journal Are Vital Audience-Building Factors in the Southwest's Most Prosperous Market

VIBRANT PUBLIC CONTACT through the Power of the Press is an invaluable adjunct to the established Microphone prestige and popularity of WFAA-WBAP. It's a PLUS . . . not for sale . . . that contributes much toward maintaining 800 kilocycles as the favorite "spot" on the dials of radios in over a million Southwestern homes.

Radio page stories are **not** offered as a "free premium" to WFAA-WBAP sponsors. The papers' competent radio editors, working independently of the stations, are "blue pencil artists". Stories on individual programs are accorded space strictly on the basis of their news value. "Fillers" inevitably find their way to the wastebasket.

But the important point is that 365 days in the year, three excellent radio pages, blanketing the "readership" of North Texas, intensify listener interest in WFAA-WBAP.

50,000 WATTS

Member of The Texas Quality Network

WFAA-WBAP

Affiliate of The National Broadcasting Co.

National Representatives: Edward Petry & Co. Inc.

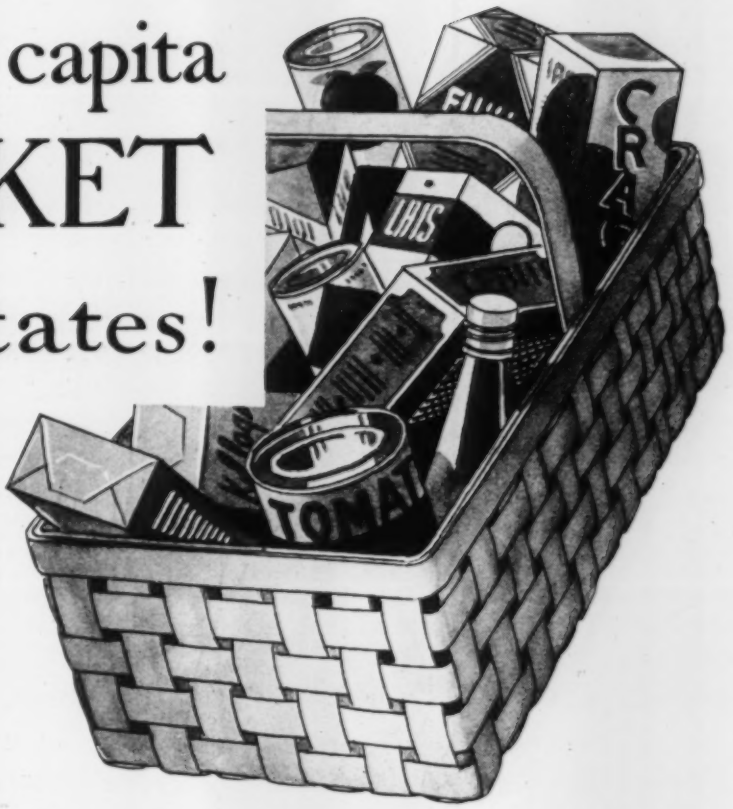
This month the **NATIONAL BROADCASTING COMPANY** *is ten years old.*

In those ten years it has grown to be the World's Largest National Advertising Medium.

A RADIO CORPORATION OF AMERICA SERVICE

NEW ENGLAND

is the highest per capita FOOD MARKET in the United States!



IN the United States census of distribution showing annual per capita food purchases of 93 cities of 100,000 population and over, New England has five cities among the first ten.

The average for these five New England cities is $111.43, against a national average of $55.30.

The average for all New England cities over 100,000 population is $101.60, and all but three are among the first 30 in the country. No New England city falls below $76 per capita.

The average for all New England cities and towns, totaling over eight million population, is $106.28.

Lynn, Massachusetts, leads the entire country with $128.46 per capita.

THE FIRST TEN

1	LYNN, MASS.	$128.46
2	Washington, D. C.	126.93
3	Albany, N. Y.	118.00
4	Newark, N. J.	115.06
5	HARTFORD, CONN.	113.06
6	Elizabeth, N. J.	112.99
7	BOSTON, MASS.	109.20
8	Wilmington, Del.	108.89
9	SPRINGFIELD, MASS.	106.26
10	SOMERVILLE, MASS.	102.74

Low Cost Coverage

The Colonial Network offers an economical means of reaching this great New England food market.

All five of the cities in the big-ten group listed here are within the intense listening areas of Colonial Network stations. WAAB, key station, alone covers three of the five — Lynn, Boston and Somerville. The 11-station coverage of the network as a whole takes in the major retail food centers from Bangor, Maine to Bridgeport, Connecticut.

Go the Colonial route. Get a New England-wide audience at low cost, plus intense local coverage where volume food sales are heaviest.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO. INC., *Exclusive National Representatives*

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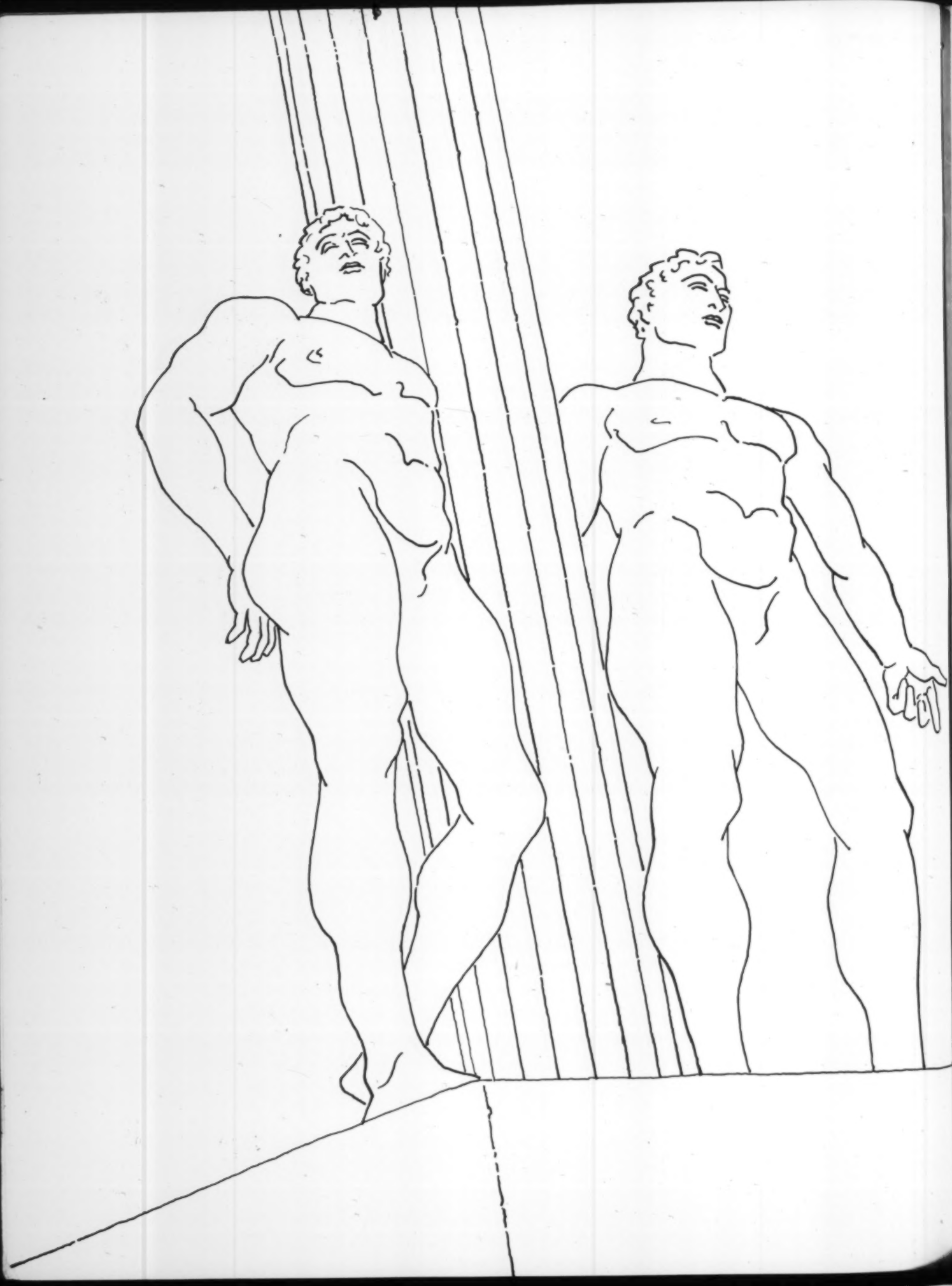


XUM

...a lot in common

Two giants stand together. Radio, the younger — powerful, growing apace — greets the older, a mighty veteran whose years add nothing but spirit and strength. Gentlemen — we give you the Automobile Industry! • Like the automobile, radio (in little more than a decade) has become an integral part of American life; is even an integral part of the automobile itself! • But radio and the automobile are linked together in *other* ways — and in ever-increasing measure. In 1932, Columbia carried $123,753 of automobile advertising. By 1935, automobile advertising reached a peak of $2,488,939 on Columbia. (*The figures are for Columbia facilities alone; they do not include talent expenditures.*) And 1936 will show an appreciable increase over the peak year of 1935! • The two giants now face a new year, a new era. They look forward to the bright auguries of 1937 — linked more closely than ever before.

THE BROADEST HIGHWAY OF THE AIR

Columbia is proud of its responsibility to the Automobile Industry . . . carrying more hours of automobile advertising than the other major networks *combined.*

SPONSOR	PROGRAM	TIME (E.S.T.)
Chevrolet Motor Co.	Rubinoff, Jan Peerce & Virginia Rea & Orchestra	Sunday 6:00-7:00 p. m.
Chrysler Corp.	Major Bowes' Amateur Hour	Thursday 9:00-10:00 p. m.
Ford Motor Co.	Ford Sunday Evening Hour	Sunday 9:00-10:00 p. m.
Ford Dealers	Fred Waring's Pennsylvanians	Tuesday 9:00-9:30 p. m.
The Nash Motors Co.	Floyd Gibbons, Vincent Lopez & his Orchestra	Saturday 9:00-9:30 p. m.
Pontiac Motor Co.	News Thru a Woman's Eyes— Kathryn Cravens	Mon., Wed., Fri. 2:00-2:15 p. m.

THE COLUMBIA BROADCASTING SYSTEM

XUM

WAAB
Boston

WNAC
Boston

WICC
Bridgeport

WEAN
Providence

WMAS
Springfield

WTHT
Hartford

WINS
New York

WHN
New York

WGR and
WKBW
Buffalo

WHEC
Rochester

WFIL
Philadelphia

WIP
Philadelphia

WCAE
Pittsburgh

WBAL
Baltimore

WTMV
East St. Louis

WJBK
Detroit

WXYZ
Detroit

WADC
Akron

WCPO
Cincinnati

WKRC
Cincinnati

WLW and
WSAI
Cincinnati

WGAR
Cleveland

WBNS
Columbus

WHBU
Anderson

KSO and
KRNT
Des Moines

St. Louis

WTCN
Minneapolis

WTMJ
Milwaukee

WEBC
Superior

KMA
Shenandoah

KFH
Wichita

KCMO
Kansas City

KMBC and
W9XBY
Kansas City

KFWB
Hollywood

KEHE
Los Angeles

KHJ
Los Angeles

KGB
San Diego

KFRC
San Francisco

WATL
Atlanta

WTOC
Savannah

WBT
Charlotte

KLZ
Denver

KVOD
Denver

KSL
Salt Lake City

KOMA
Oklahoma City

KTUL
Tulsa

KNOW
Austin

KTSA
San Antonio

WACO
Waco

KGMB

The Aristocrat of the Turntable

Associated Recorded Program Libraries are being used by the nation's outstanding stations for the same reason that leading artists demand the finest of instruments . . . In music there is no substitute for quality . . . . . .

ASSOCIATED
RECORDED PROGRAM
SERVICE

Produced by
ASSOCIATED MUSIC PUBLISHERS, INC.

This Man went to the Meat Market

And then to the Fish Market

And then to the Fruit Market

But this Man went to One Market

where he bought everything under one roof.

HEARST RADIO offers you 10 MAJOR MARKETS.

From the time your order is placed until the last program is broadcast, you deal with but one organization under one roof. Isn't this a short cut?

HEARST RADIO

New York · Chicago · San Francisco · Los Angeles

WBAL . BALTIMORE **WCAE** . . PITTSBURGH **KYA** SAN FRANCISCO **KEHE** LOS ANGELES **WINS** NEW YORK

KTSA SAN ANTONIO **KOMA** OKLAHOMA CITY **KNOW** . . . AUSTIN **WISN** MILWAUKEE **WACO** . . . WACO

"Jones Spinach for pep, Folks!"

SEIZING local and timely opportunities for unusually good radio publicity is just one of the many reasons for using spot-broadcasting to bolster *or to supplant* the usual network-type of effort.

Not only during the foot-ball season, but all year long, almost every locality and section has its own particular interests which can be featured *and capitalized* by smart radio advertisers.

And don't forget the well-proven old saying that "a dog-fight in the home town is bigger news than a war in Europe".

Why not give us a ring and get a list of local radio *opportunities* in your sales territories? Ten to one we can submit some dope that will give your sales-sense a new sensation!

FREE & PETERS, Inc.

WHO	Des Moines
WGR-WKBW	Buffalo
WHK	Cleveland
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KSD	St. Louis
WFBL	Syracuse
KOIN-KALE	Portland
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WIS	Columbia
WHKC	Columbus
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WKZO	Kalamazoo
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KTUL	Tulsa
KVI	Tacoma

FREE, JOHNS & FIELD, Inc.

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 10 WASHINGTON, D. C., NOVEMBER 15, 1936 $3.00 A YEAR — 15c A COPY

Election Augurs Well for American Radio

By SOL TAISHOFF

Stations and Networks Praised for Handling of Returns; President Reaffirms Faith in Broadcast Industry

THE TIDAL wave of votes that swept the Roosevelt administration into office for another four years indicates retention of the status quo for American radio—and with new laurels for the medium itself.

Radio covered itself with glory during the campaign, particularly by its nonpartisanship in contrast to the metropolitan press, which was preponderantly opposed to the New Deal. Then it topped off the job with an exhibition of news broadcasting unparalleled in radio annals by its masterful handling of the election returns Nov. 3.

Credited on all sides with having performed a "wonderful job" stations and networks alike became more firmly entrenched as a result of the campaign activities. Displays of partisanship were almost entirely lacking and the few recriminations leveled against the medium were entirely political in nature.

Based on observations gleaned from the last four years under the Roosevelt administration, it can be stated without equivocation that the President is more than friendly to broadcasting. He has repeatedly expressed himself as sympathetic toward the American system of commercial broadcasting and has encouraged the drive toward greater stability of the industry.

Few Changes in Sight

THE PRESIDENT, since assuming office, and even before, banked heavily upon radio as his primary method of reaching the people. White House spokesmen have stated on numerous occasions that 85% of the circulation of the metropolitan press was "anti New-Deal", and that for this reason the President has relied upon radio as a means of going direct to the people with his vivid accounts of his stewardship.

While speculation at this time might be regarded as premature, there are few signs of changes in radio leadership in Washington either administratively or legislatively. If anything, the administration is expected to move toward conservatism during its second term, despite the leanings in the other direction exhibited during the last four years.

All thought of the government stepping into broadcasting evidently has been dispelled, not only because of the stand taken by the President in favor of the existing system, but also as a result of the elections themselves, wherein a privately operated system, open to all candidates alike, refused to yield to partisanship.

President Roosevelt's latest expression in recognition of radio, and another almost as important, came on the occasion of the NBC Tenth Anniversary banquet in New York Nov. 9. Then, Chairman Anning S. Prall of the FCC, regarded as the radio confidante of the chief executive, read to 2,000 assembled guests a communication from the President which in effect was a restatement of his faith in American radio. The FCC chairman himself followed with an unqualified endorsement of the American system of radio regulation, as opposed to those of other nations (see text of Prall address on this page).

From the radio regulatory standpoint, little change in the complexion of Washington's official radiodom is expected. The FCC, except for the existing vacancy in the post of secretary, is seen as substantially the same in executive personnel. Whether there will be policy changes will depend upon the elapse of time, and it is known, of course, that such basically important matters as allocation principles and superpower are now under consideration.

The term of one FCC member—Irvin Stewart, chairman of the Telegraph Division — expires on July 1. He is a candidate for reappointment. A Democrat of Texas, Dr. Stewart is regarded as a close student of communications generally, having been appointed to the FCC from his post as communica-

(*Continued on page 64*)

PRESIDENT'S LETTER TO MR. PRALL

(Read before NBC Tenth Anniversary banquet Nov. 9)

My Dear Mr. Chairman:

I regret exceedingly that I shall not be able to be present at the banquet celebrating the tenth anniversary of the organization of the National Broadcasting Company. I shall, therefore, greatly appreciate it if I may through you extend hearty felicitations and best wishes to all who attend.

The company has achieved a decade of useful service which merits hearty congratulations. It is prophetic of future development that so much could be achieved within so brief a time.

Although radio has made a general contribution to the cultural life of our people, it is the maintenance of the open forum for friendly and open debate and discussion that gives the American system of broadcasting pre-eminence. Radio broadcasting is an essential service to the American home in the moulding of public opinion. It must be maintained for the American people, free of bias, or prejudice, or sinister control. Every controversial question was argued and responsible representatives of political parties or groups were permitted an opportunity to present views over the radio in the recent general elections. This is as it should be.

The National Broadcasting Company has made a contribution to the radio art during the past 10 years and I am sure that its officials will accept as a challenge their responsibilities for the future.

Very sincerely yours,

(signed)

FRANKLIN D. ROOSEVELT

Prall Asserts Government's Confidence in American Radio

FOLLOWING is the address of Chairman Anning S. Prall of the FCC at the NBC Tenth Anniversary Celebration, New York, Nov. 9:

We of the Federal Communications Commission wish to join our Chief Executive in his expression of good wishes to the National Broadcasting Company. We wish also to commend NBC and its staff for their broadcasting contribution to the American people during this last decade.

At this time I cannot overlook the fact that during the last four years—four years under President Roosevelt—radio broadcasting has made greater strides in public service, in good will, and in financial stability than during any other period in its brief but meteoric history. Not only this and other industries but American humanity has emerged from the chasm of the blackest economic depression we have ever known.

We are assured of four years more under the leadership of President Roosevelt by virtue of the national elections of last week. I am filled with confidence because I believe that the last vestiges of unrest and uncertainty will be dispelled by him. By the edict of the people he is now permitted to carry to fruition the work he began so earnestly and so ably four years ago.

Respects to Foreigners

TONIGHT we are honored with the presence of more than a score of eminent radio officials of the great nations of Europe. I wish to extend to them the felicitations of the Federal Communications Commission and of the Government of the United States. It is our fervent wish that their stay here will be not only pleasant but enlightening and we desire to extend whatever courtesies are possible within the purview of the Commission. The spectacle here this evening is a revelation. Who among you would have believed ten years ago that as much could have transpired in broadcasting in that brief span—perhaps only those broadvisioned men who founded the National Broadcasting Company, but I am even skeptical of that.

Certainly it is a tribute to those men who had the courage and the foresight to undertake the creation of the World's first network in those autumn days of 1926 when radio still was regarded as a mere novelty — a passing fancy that seemed destined to go the way of the hoop skirt and the bustle—the brown derby and the miniature golf course.

Those men who conceived the idea of an NBC—Owen D. Young, David Sarnoff, General James G. Harboard, A. W. Robertson, the late H. P. Davis and M. H. Aylesworth—deserve the plaudits of the nation for that contribution alone. It was six years after broadcasting really got its start that the plan for a hookup of stations by wire crystallized.

I am told that the men who decided upon this project had a twofold mission in mind—they saw in it a means of mass communication, of entertainment. By putting attractive programs on the air they felt they could arouse the public interest to the point where receiving sets would be sold. These men were manufacturers primarily. It was a merchandising plan

(*Continued on page 65*)

RCA Television Impresses Radio Industry

By MARTIN CODEL

Broadcasters Ponder Practical Applications of the Art: Viewing Stations Are Planned, Probably Next Year

TWO MORE years—possibly less —and "Ike" will join "Mike" as the standard equipment of American broadcasting. "Ike," be it explained, is the Iconoscope, magical television camera and pickup device which translates sight into electrical impulses for the broadcasting of visual images by radio. "Mike," of course, is audio radio's well-known microphone.

Before the American broadcasting industry can add the visual to the audible art, however, these basic steps must be taken, among many others:

(1) Standards already agreed upon and adopted by the organized radio manufacturing industry, fixing the number of scanning lines and speeds of transmission, must be officially established by the Federal Communications Commission, which must also definitely assign the frequency bands, or "paths in the ether", to be used for home television. The FCC must also decide who shall be licensed for television broadcasting — and presumably the existing broadcasters will be the first to ask for and receive television licenses—and it must decide whether television shall be opened to commercial uses, which in the absence of governmental subsidy is its only prospect for self-sustenance.

(2) Now no secret to the broadcasting industry itself, television must be "tried out" on the American public. This will be done some time next year, probably early, by RCA and NBC at least, through the simple expedient already devised in England and Germany—the establishment of public "looking in" posts at strategic places in New York City, and possibly in other big cities, at which Mr. and Mrs. John Q. Public will see for themselves whether they want visual receiving apparatus, bound to be costly at first, in addition to their sound receivers.

NO LONGER SECRET—Are the 70 experimental models of televisors which RCA and NBC officials and engineers in and around New York have in their homes and offices to study receptivity of the Empire State transmissions. At left, O. B. Hanson, NBC chief engineer, is tuning the direct-viewing test model containing the 12-inch cathode-ray tube. At right, C. W. Horn, NBC research and development chief, is tuning the model containing the 9-inch tube whose screen is reflected for horizontal viewing on the upright mirror on which the seven top control knobs can be seen. Each model contains 31 tubes in addition to the screening tubes and is controlled by 14 knobs. Both the number of tubes and knobs will be reduced before such sets are offered commercially.

They Were Impressed

THESE are the next steps in television, for technically its remarkable state of development and its practical ability to deliver acceptable action pictures (studio or film) into the homes has been proved by the experimenters. What RCA and its broadcasting subsidiary, NBC, can already do, was exhibited openly for the first time during the last 10 days at four demonstrations under actual field conditions in New York City—one to the press, one to owners and managers of NBC affiliated stations, one to the broadcasting industry at large, one to visiting officials of European radio systems who came over from Europe to attend NBC's tenth anniversary ceremonies.

That all of them were deeply impressed by what they saw was evident to anyone who attended the demonstrations and heard the comments afterward. There can be no doubt that *television is here.* RCA's television, while not yet in its final stage of perfection, is remarkably good and clear, and it will undoubtedly be one of the basic systems adopted in America, if not the basic. It remains now for the researchers and engineers to iron out some of the wrinkles and take out some of the bugs; for the FCC to provide the proper rules and regulations; for the broadcasters to prepare to offer it to their audiences; for the industry's entrepreneurs to furnish the economic wherewithal — and television will go into everyday service in at least the larger cities.

I have seen a laboratory demonstration of one of the two television systems now in daily public service in London [BROADCASTING, June 15, 1935]; I have seen a laboratory and field test of RCA's hitherto secret television in Camden [BROADCASTING, Dec. 15, 1935], and I have seen a laboratory and field demonstration of Philco's television in Philadelphia [BROADCASTING, Aug. 15, 1936] — but I can state without equivocation that what I saw in New York City the afternoon of Sunday, Nov. 8, surpassed anything I had ever seen before. I can join earnestly with the 50 or 60 NBC station owners and managers who, after sitting before televisors for nearly an hour, left the demonstration with expressions of amazement and who almost to a man enthusiastically exclaimed that they were fairly astounded.

As in my previous articles on television, I can lay no claims to special knowledge and can report only personal reactions of the non-technical observer. What we saw in the special televiewing studio on the 62d floor of the RCA Bldg. was not much different in subject matter from what was shown in the earlier demonstration. But from the reception standpoint, from the viewpoint of pleasurable and satisfactory images, it was a vast improvement.

Two Sizes of Images

BECAUSE only a dozen or so persons could view the receiver at one time, RCA set up 15 receivers in the studio. All of them were experimental console models, each equipped with 31 tubes and a Kinescope tube, which looks like an enlarged ordinary oscillograph tube—or something like a tall pear-shaped laboratory liquid bottle. The rounded end of the tubes were the screens on which the pictures were framed. On most of the sets the pictures were reflected from the tube onto upright mirrors which could be watched at or near eye level. Fourteen control knobs were required for each set, but it is said that the operation is by no means as complex as this would indicate. The best "video," as the experts call it, was procurable when seated five, six or seven feet away from the screen.

Twelve of the televisors were equipped with 9-inch tubes, that is, the surface of the tube on which the pictures were framed in oblongs was 9 inches in diameter. Three of the sets were equipped with 12-inch tubes. The upright mirror-reflecting system was used in the receiving sets using the 9-inch tubes; the three sets with 12-inch tubes were cruder cabinets with the Kinescope mounted laterally for direct viewing (see photo).

The 9-inch tubes framed pictures 5½ x 7¼ inches in size; the 12-inch tube framed 7¼ x 10½ inch pictures. The smaller tubes had a fluorescent green substance on their interior surfaces, onto which the electronic bombardments that make up the pictures figuratively "painted" the images in a bluish green hue. The larger tubes used a yellowish substance, and the pictures were of yellowish hue.

The same transmissions were picked up by both types of receivers, and the images were built up of 343 scanning lines framed 30 times per second but interlaced to frame actually 60 pictures per second. The images on both types of receiver were exceedingly clear —almost as clear as home movies; my own impression was that neither the green, which is supposed to be the most restful color the eye can meet, nor the yellow caused any appreciable eyestrain, though individual reactions may differ on this score.

Shown first were closeups of the announcer—charming Betty Goodwin, of the NBC press department, who explained that she was in NBC's studio on the fourth floor of the same building, that her voice and image were being carried via "Mike" and "Ike" through a coaxial cable to the transmitter atop the Empire State Bldg., and that they were thence being transmitted to special aerials that picked up the impulses in Radio City and translated them back into images and sound on the 15 televisors.

Beauty on the Air

THEN followed a conventional Pathe newsreel, the subject being President Roosevelt at Hyde Park on election night. The pictures were clear, always recognizable, though there were weaknesses at times in the concentrations of light on various parts of the screen areas and almost always at the fringes of the oblongs. Getting close to the receivers, the lines that made up the images were perceptible; at eight or ten or more feet away, the lines could not be seen.

Televised next was a film of an "NAB Beauty Pageant," announced by Vice President Frank Mason as the "first amateur television contest". Appearing in the reel, which had been shot the day before in the NBC television studio, were such radio notables as William J. Scripps, WWJ; Jack Howard, Continental Radio Co.; Walter J. Damm, WTMJ, and D. E. (Plug) Kendrick, WIRE, along with NBC Vice President John Royal and Chief Engineer O. B. Hanson. Their features were very nearly as clearly delineated as they could have been on a movie screen. Their voices were perfectly synchronized and modulated. All of them were in the audiences with their friends, which made the showing an occasion for considerable banter.

Next was a studio pickup of the

Four Inkspots in vocal and instrumental harmony; a Robert Benchley film short; some crooning by the NBC star, Hildegarde; a filmed "trip" through the television studio and transmitter with closeup shots of the equipment. Attention of the audience was rapt throughout; I saw few persons turn away except to whisper to neighbors.

The demonstration for the press a few days earlier was much along the same lines. Then there were occasional flickers and blurs in the pictures, reminding me of the jagged streaks of lines I had seen at the RCA's private television demonstration at Camden which I was told were due to ultra-shortwave ignition interference from passing trucks on a road nearby. The flickers were doubtless due to diathermy and other electrical devices in or near crowded New York City; our demonstration, however, was remarkably free of flickers, due doubtless to the fact that it was a Sunday and few such machines were in operation. RCA officials claim, moreover, that they have developed means of overcoming most man-made interference.

The studio images, of course, came from the NBC television studios, which heretofore have been guarded against the curious; the films were simply fed into the Iconoscope. The transmissions from the Empire State Bldg. transmitter were carried on 49.75 megacycles for the pictures (which required not less than a 1,500,000 cycle path and eventually may require up to 3,000,000 cycles), and the sound was carried on the 52 megacycle frequency. The visual transmission from the mile-away transmitter consumed 8,000 watts of power, said to be the highest power yet attempted in television transmission, and the audio took 12,000 watts; the former was modulated 75%, the latter nearly 100%.

The two types of tubes, I was told, were simply being tried out for comparisons. So far the RCA researchers are satisfied with both, although it was said that a lot of experimentation with the oxides and materials used to produce luminosity in the Kinescope tubes remains in order to equalize the light values.

What They Think

AFTER the receiving demonstration, the audience was taken to the studio to look over the complicated electrical, mechanical, staging and makeup apparatus. Makeup is far different from that required in the movies, offering many problems in getting proper shadings and reproduction. Then we were taken to the Empire State Bldg. for a view of the transmitting equipment. The rain-laden atmosphere which engulfed the 86th story of that tall edifice made it impossible to see what the antenna looked like.

Practically to a man the station owners and managers who saw the demonstration were enthusiastic—and many of them immediately began to ask when apparatus will be available for local transmitting installations. This and other questions were anticipated by Lenox R. Lohr, NBC president, who answered them in a short talk at the luncheon afterward in the Rainbow Room [see story on page 12]. To get a more specific crosssection of reaction, I asked some of those attending to comment. This is what they said:

Andrew W. Cruse, chief of the Department of Commerce electrical division, who last year spent a month in Europe on a special official mission studying European television—"Much better programming than anything seen in Europe. No delays. Upholding the tradition of prompt presentation established, or rather originated by American broadcasting."

Maj. Gladstone Murray, newly-

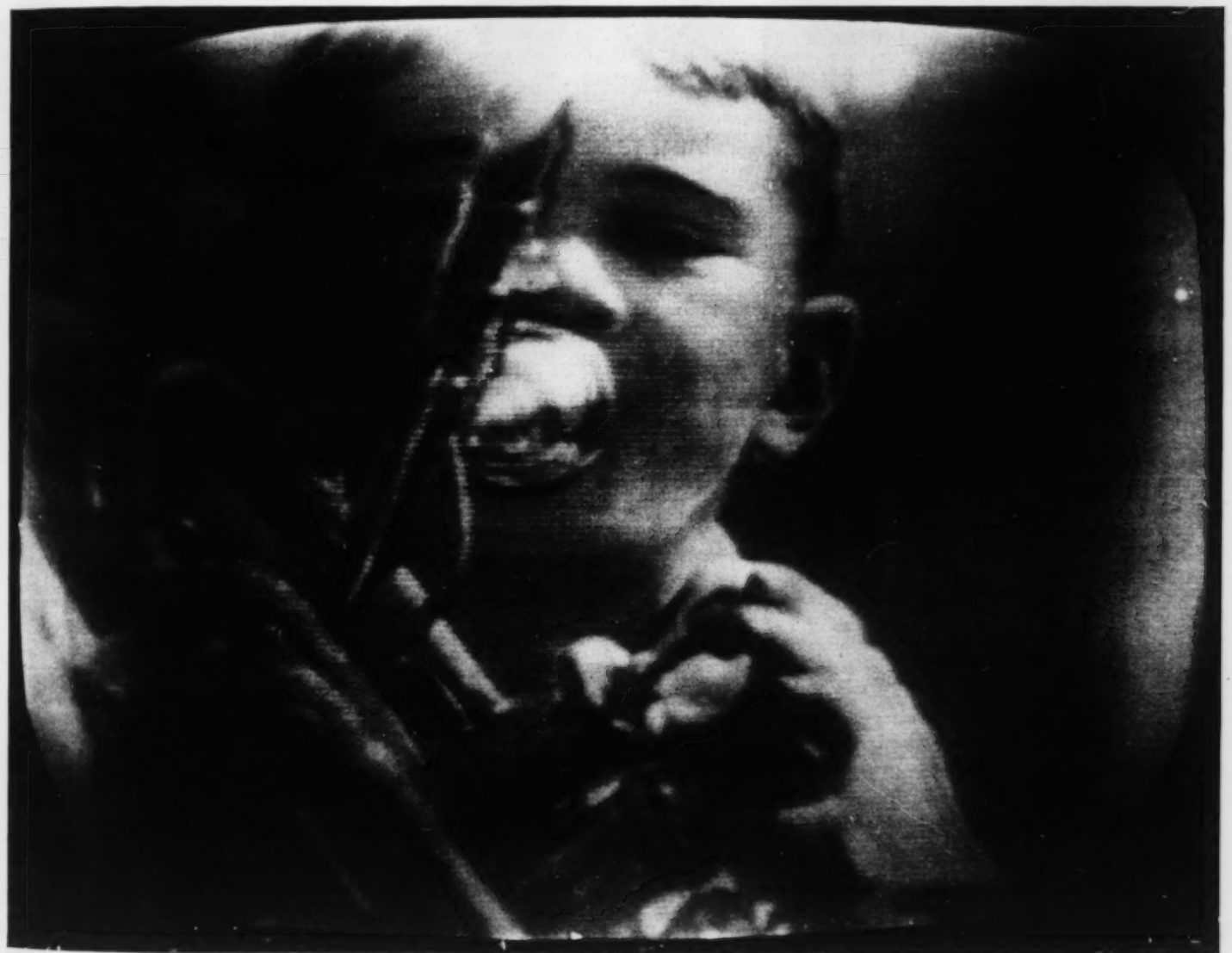


Photo by O. B. Hanson

PICTURE OF A PICTURE OF A PICTURE—This Leica camera shot of one of the images demonstrated in RCA's television exhibition is an almost exact size reproduction of what the televiewers saw on the newly-developed 12-inch cathode-ray tube's fluorescent screen, which framed 7¼ x 10½ inch pictures. The subject was a four-year-lad playing a tuba with a military band led by his father. It was televised from a newsreel, the film being projected into the Iconoscope, relayed via coaxial cable to the Empire State transmitter, thence transmitted with synchronized sound back to the televiewing studio in the RCA Bldg. where 15 televisors, 12 using the 9-inch tube and three the 12-inch tube, reproduced it with remarkable clarity. The 12-inch tube screened images of a yellowish hue, and this is the one that will probably be adapted ultimately for the eventual 441-line images that will displace the present 343 lines, framing 30 pictures per second interlaced to produce 60 per second. The 9-inch tube framed a 5½x7¼ inch picture, seen through a bluish green background but equally clear. This being an enlarged camera shot, the sharpness of detail which the eye saw is somewhat lost in reproduction—but practically all observers agreed that both the direct studio pickups and newsreel subjects were remarkably clear and very nearly compared with home movies in their brightness and detail.

MORE TELEVISION IMAGES—These unretouched candid camera pictures were taken with varying success directly off the cathode-ray screens at the Nov. 8 television demonstration by O. B. Hanson, NBC chief engineer. They have lost considerable of their sharpness in these reproductions but they give a general idea of how the subjects appeared. At left is an excellent photo of a "still" shot that was televised, the photo showing none of the lines and very nearly equalling what the eye (which compensates easily for certain detail losses while watching either television or the movies) actually saw. In center, President Roosevelt as televised from a newsreel. At right, NBC's television mistress of ceremonies, Miss Betty Goodwin of its press department, as televised in the studio.

appointed general manager of the Canadian Radio Corp. — "A most interesting exhibition. Television is on the way. We shall be ready for it when it comes."

Purnell H. Gould, WFBR, Baltimore — "Very revealing. Will undoubtedly mean a closer working relationship, if not actual merger, with radio, newspapers and motion picture companies."

J. I. Meyerson, WKY, Oklahoma City—"This was my first view of television since its earliest days, and I am amazed at the near degree of perfection to which the image has been brought. While undoubtedly there remain technical difficulties still to be overcome, these we may expect will be solved at a relatively early date by those who have brought television to its present status. All of us now are more keenly interested than ever in a resume of its commercial possibilities and its costs as outlined by those who have studied these subjects."

George W. Norton Jr., WAVE, Louisville — "It just can't be so!"

William Fay, WHAM, Rochester —"The television demonstration was astoundingly clear and a great revelation."

Elzey Roberts, KFRU, St. Louis —"This is comparable in importance to Alexander Graham Bell's first demonstration of the telephone."

Charles A. Webb, WWNC, Asheville, N. C.—"The television demonstration was marvelous, almost unbelievable. The possibilities of this great invention are staggering."

A. L. Glassman, KLO, Ogden, Utah — "The smoothness of the demonstration, the lack of distortion and flicker, was marvelous."

Campbell Arnoux, WTAR, Norfolk, Va. — "Television has advanced far beyond my expectations. It definitely seems to be a factor of great importance in the immediate future. It was a very impressive demonstration."

Harold M. Wheelahan, WSMB, New Orleans — "Excellent definition. I thought the yellow preferable to the green tints. The entertainment value was high. There is plenty of room for improvement, however, in the lighting to obtain uniformity of image and eliminate eye strain."

D. E. Kendrick, WIRE, Indianapolis—"The television demonstration today brought to mind the amazing rapidity with which the art has progressed since I wit-

(*Continued on page 70*)

Lohr, Saying Television Is Here, Answers Some Questions

INFORMALLY chatting about the television which RCA and NBC demonstrated for the first time to a group of owners and managers of its affiliated stations Nov. 8, Lenox R. Lohr, NBC president, asserted "there is no doubt in my mind that through field experimentation television is making rapid strides toward ultimate commercial service," adding that the demonstration was an example of what has been done daily in secret over the last few months and what now can be done locally on a daily basis.

Mr. Lohr and his aides made it clear, however, that television transmitters and receivers are not yet ready for market. For one thing, he pointed out, the standards must yet be fixed definitely so that receiving sets, which must be synchronized with the transmitter "like lock and key", will not be rendered obsolete overnight by some new developments.

Mr. Lohr ventured the "guess" that television will be ready for commercialization in about two years. He said it will undoubtedly be a city service for many years since the radiation limitations of the ultra-short waves now extend only to the horizon. He estimated that a 60-mile radius may be the limit, and he pointed out that he has been able to pick up very clear images from the Empire State transmitter at his home in Tarrytown 27 miles away.

Television, he said, will not displace sound broadcasting, although radios of the future will undoubtedly be all-wave sets so as to bring in regular sound programs apart from sight-and-sound in synchronism. At the outset he foresaw only a few hours a day of television service in prospect.

It was the NBC president's view that both the 9 and 12-inch tubes demonstrated were practicable and will be the ones used in the home sets eventually to go on the market. He said he believed the 12-inch tube, which frames a 7¼ x 10½ inch picture, was large enough for the home set because

(*Continued on page 72*)

INSIDE THE STUDIOS—This is the first photograph released of NBC's television studio for direct pickups in Radio City. Inside the two Iconoscope cameras, which constitute the "television eye", the images of Grace and Eddie Albert are changed from light into electrical impulses, transmitted via coaxial cable to the Empire State transmitter and thence broadcast on ultra-shortwaves. The setup is not unlike that of a motion picture studio, except that the shots must be closer to get best results. Two Iconoscopes are shown here, one for closeups and one for longer distance shots. Elaborate lighting arrangements and a "mike boom" rarely are needed for the sight-and-sound pickups, not to mention trick uses of makeup which are still the subject of study and experiment.

Tributes Are Paid To NBC Progress At Gala Banquet

President, Prall, Foreigners Praise Decade of Advance

At right is photograph of the NBC Tenth Anniversary banquet, attended by 1,600 persons at the Waldorf-Astoria Hotel, Nov. 9.

THE BIGGEST radio gathering in radio history assembled at the Waldorf-Astoria, New York, Nov. 9 to pay tribute to NBC on the occasion of its tenth anniversary as the world's first network. With some 1,600 in attendance at a banquet, the high point of the network's observance of its first decade in radio was reached as several speakers predicted the next 10 years would bring television into full blossom and hailed American broadcasting as being in the forefront of world development.

Broadcasters, radio advertisers, advertising agency officials and outstanding artists joined with more than 35 radio dignitaries from foreign nations in the salute. The guests heard from President Roosevelt a message of commendation for the work of the past and expression of hope for the future. The message was read by Chairman Anning S. Prall, of the FCC, who afterward delivered a strongly-worded address in support of radio by the American plan. [See text on page 9.]

The Next Decade

OTHER speakers of the evening were David Sarnoff, RCA president and NBC chairman, who was toastmaster; NBC President Lenox R. Lohr; C. M. Chester, president of the National Association of Manufacturers and chairman of the board of General Foods Inc.; M. H. Aylesworth, chairman of the R-K-O board and former NBC president; Maurice Rambert, president of the International Broadcasting Union; Robert Jardillier, French Minister of Communications; Henry Sloane Coffin, president of Union Theological Seminary, and Karl P. Compton, president of Massachusetts Institute of Technology.

In opening the formal portion of the program, which was broadcast for an hour over the NBC-Blue network, Mr. Lohr paid homage "to those who have given NBC the position of leadership". The network could not have achieved its remarkable development, he said, had it not been for the cooperation of its associated stations, of the program sponsors and of their agencies.

Mr. Sarnoff predicted that within the next decade the public would "see" as well as hear radio. "Anniversaries," he said, "are unimportant if they serve only to commemorate past achievement. They must contain the promise of new and greater things. We celebrate tonight the achievement of broadcasting sound by radio. We now begin the second decade of this new art by dedicating it to the achievement of television, the broadcasting of sight.

"It is the only prophecy I shall indulge in tonight—that during the next 10 years the millions who now listen in their homes to this

(*Continued on page 58*)

Major Networks Seek WTIC; NBC Boosts Rate Card by 10%

WOWO and WGL Affiliating With NBC; Increase in Rates Based on 27% Gain in Radio Families

THE FINAL lap in the competition between the major networks for affiliated stations at strategic points appeared in sight as both NBC and CBS dickered with WTIC, Hartford 50,000 watter, for a five-year contract, after NBC during the last fortnight weaned WOWO and WGL, Fort Wayne, Ind., stations, from CBS.

This month, also, NBC announced a new rate card to become effective Dec. 15 which results in an overall increase for the complete national service of approximately 10%.

Evidently having reached the decision to retain WTIC rather than sell it, Travelers Insurance Co., as BROADCASTING went to press Nov. 13, had before it propositions from each of the networks for an affiliation arrangement. Now an NBC-Red outlet, the station went in the black for the first time this year. An option for its sale for $675,000 to Cherry & Webb, New England department store operators, and owners of WPRO, Providence, expired Oct. 1.

The Fort Wayne stations, owned and operated by Westinghouse, have been CBS outlets for several years. Westinghouse acquired them last August but continued the CBS affiliation. According to NBC, WOWO will join the basic Blue Network on May 1, 1937, while WGL, a 100 watter, became an optional outlet on both the Red and Blue on Nov. 8. WOWO operates on the 1160 kc. clear channel with 10,000 watts, being a half-time station. New studios and equipment are being installed for both of the stations.

A Busy Month

LAST MONTH, activity in the network field was particularly brisk. CBS entered a purchase arrangement for WOAI, 50,000-watt clear channel station in San Antonio, at a figure of $825,000 subject to FCC approval. It also signed WRVA, Richmond clear channel station under a five-year contract. It took steps, in addition, to change its affiliation in Cleveland from WHK to WGAR.

NBC, during the same period, re-signed WSM, Nashville 50,000-watt station, in the face of competitive bidding from CBS and at the same time announced the addition of KVOD, Denver, as a Blue network outlet. It also has entered negotiations for affiliation of WHK, Cleveland, in substitution for WGAR, and in Richmond made tentative arrangements with WMBG, present CBS outlet, for NBC service when WRVA becomes a CBS affiliate — perhaps early next year. WMBG, now a 100-watter, is an applicant for 500 watts and it is understood that the NBC contract is contingent upon its procurement of regional status.

In San Antonio, conversations have been had lookin~ toward the affiliation of KTSA, Hearst owned station in that city, as an NBC outlet should the WOAI purchase by CBS win FCC approval.

The only other affiliation negotiation hanging fire is that of WSPD, Toledo, at present a CBS optional outlet. George B. Storer, president of the station, has had conversations with NBC in connection with a possible Blue network affiliation but contractural considerations with CBS have become involved. Herbert V. Akerberg, CBS station relations vice president, was in Toledo Nov. 11 on the transaction.

In announcing the NBC rate adjustment, Roy C. Witmer, sales vice-president, brought out that it is based upon the steady increase in radio set ownership and the widened coverage of NBC stations during the last two years. Most significant are the increases in the rates of the New York key stations of the networks. The rates for both WEAF and WJZ at present are $1,000 per hour and these have been increased to $1,200 per hour, equal to that of WLW, Cincinnati, which commands the highest rate in the country. The majority of the basic stations on the network are increased on an hourly basis, ranging from $20 to $100. The rate card also takes into account changes in affiliates which will occur between now and Jan. 1. These include such stations as WEAN, Providence, and WICC, Bridgeport, which join the basic Blue on Jan. 1 and the California supplementary group, including the McClatchy stations, KFBK, Sacramento, KWG, Stockton, KMJ, Fresno and KERN, Bakersfield, which join the network at the same time as available as part of the Pacific Coast Blue.

The New NBC Rates

UNDER the revised rate structure, the total charge for the Red network as a transcontinental unit with 73 outlets (including WLW) is $18,660 per hour, $11,276 per half-hour and $7,516 per quarter-hour. This same network with WSAI, Cincinnati, substituted for WLW, is $17,700 per hour, $10,620 per half-hour and $7,080 per quarter-hour.

For the transcontinental Blue network with WLW, embracing 76 outlets, the rate is $17,340 per hour, $10,484 per half-hour and $6,988 per quarter-hour. Without WLW, but with WCKY, Cincinnati, the Blue is $16,460 per hour, $9,876 per half-hour and $6,584 per quarter-hour.

Under the existing rate card the Red network with WLW and 65 outlets was $16,040 per hour, and the Blue with WLW, comprising 63 outlets, was $14,640 per hour.

Mr. Witmer's announcement concerning the rate increase follows:

On Dec. 15, 1936, a new NBC network rate schedule becomes effective. Radio ownership has increased steadily since our current rates were established in 1934, and numerous NBC stations have greatly widened their coverage in the past two years. Our adjustment with stations results in an overall increase for complete national service of approximately 10%. Discount brackets are unchanged.

Listeners cost less. The new NBC rates represent a lower overall cost per reachable radio family than any prevous Network rate in NBC history. As of Jan. 1, 1936, there were 22,869,000 radio families in the United States according to the estimate of the Joint Committee on Radio Research, representing advertisers, agencies, and broadcasters. This is an increase of 4,920,838 radio families, or 27%, over the 17,948,162 in 1934, on which the current NBC Network rates were computed. The comparison is between a 10% rate increase and a 27% radio family increase.

Network advertisers who have contracts with us as of Dec. 15, 1936, may continue on the present rate basis for any period or periods up to and including Dec. 14, 1937, provided that they continue existing series of broadcasts without interruption, using the facilities under contract at the time the rate adjustment becomes effective. Additions to such facilities may be made on the old rate basis, but the adjusted rates are applicable to all new broadcast series contracted for on and after December 15, 1937.

In the case of the WOWO and WGL affiliations with NBC, it was emphasized that the arrangement is purely that of an affiliation and does not involve management or operation of the stations. NBC at present has the sales and program management of the Westinghouse stations WBZ-WBZA, KDKA and KYW. W. Ward Dorrell, formerly with Westinghouse in Pittsburgh, is manager of the two stations and will continue in that capacity. The commercial manager is C. R. Durbin.

Service in Fort Wayne by CBS, it was stated on behalf of that network, is rendered satisfactorily by WJR, Detroit. 50,000-watter. WOWO and WGL are the only two stations in Fort Wayne.

COINCIDENT with the announcement that WOWO and WGL, Fort Wayne, Ind., stations operated by Westinghouse, would switch to NBC from their present CBS affiliations, it was disclosed by Westinghouse that the stations have taken a long-time lease of a building which will house the stations. Approximately $25,000, it was said, will be spent in remodeling the building for studios, and the ground floor will be used as Westinghouse appliance display rooms. A new 100-250 watt transmitter is being installed for WGL.

BIG CUP — This is the trophy awarded to WCAU by General Mills for its baseball broadcasts. Size of the cup is shown by comparison with the young lady standing at its side.

General Mills Cup Awarded to WCAU

Dyer's Announcing of Baseball Brings Trophy From Sponsor

WCAU, Philadelphia, won the silver trophy awarded by Donald D. Davis, president of General Mills Inc., Minneapolis, "for outstanding achievement in building increased attendance for professional baseball during the season 1936". Mr. Davis will present a large cup to the station and a smaller cup to William Dyer, station sports broadcaster who handled the play-by-play broadcasts of both the Athletics and Phillies games during the season, in the near future.

The contest was part of the General Mills program to stimulate interest in baseball. In awarding the cup, many factors had to be taken into consideration. Each club's league standing, particularly in relation to its previous records, was carefully weighed, and also all direct evidence showing the extent to which increased attendance was due to the broadcasts.

Gains in Attendance

NEARLY all ball clubs whose games were broadcast under General Mills sponsorship, enjoyed remarkable attendance increases in 1936, but in Philadelphia there was overwhelming proof of the part played by the broadcasts in building attendance. The award has been enthusiastically endorsed by the management of the two Philadelphia clubs.

This year WCAU presented baseball broadcasting for the first time. It was also the first year of broadcasting for Dyer, who attained such popularity with the fans in the Philadelphia area that he was chosen by CBS to broadcast the world series.

In announcing the award Mr. Davis said: "Throughout its sponsorship of baseball broadcasts, General Mills has consistently maintained that baseball broadcasting is a three-way alliance. It must sell the station to the listeners, it must sell the sponsor's goods to the consumers, and, above all, it must sell baseball attendance to the public. I am delighted that the season's record so completely justifies this award to one of America's outstanding broadcasting stations, and that a fine achievement by the station in service to General Mills as the sponsor of the baseball broadcasts, has been accompanied by such conspicuous success in real service to professional baseball.

WJZ Using New Antenna

THE NEW 640-foot antenna of WJZ, New York key of the NBC-Blue network, was scheduled to go into operation Nov. 15 on the occasion of NBC's tenth anniversary. Of ultra-modern design, the transmitter, while operating with 50,000 watts, will produce an efficiency estimated by NBC engineers as the equivalent of 110,000 watts. The station is one of 12 applicants for 500,000 watts power, and has been designed to go to that power at once should the FCC grant the authority. The tower was fabricated by Lehigh Structural Steel Co.

NATIONAL RADIO QUEEN

Lulu Belle of WLS

Lulu Belle—queen of the WLS National Barn Dance, has been elected National Radio Queen for 1936 in the annual contest conducted by Radio Guide.

Lulu Belle is an exclusive WLS artist—discovered by WLS; developed by WLS and heard only on WLS programs. Her national recognition is further proof of listeners' loyalty to WLS and its features.

After all, listener loyalty is essential to advertising results.

Evans Plummer of Radio Guide congratulates Lulu Belle in the broadcast announcement of her selection as Radio Queen for 1936.

WLS

CLEAR CHANNEL

THE PRAIRIE FARMER STATION

50,000 WATTS
870 KILOCYCLES

1230 WASHINGTON BOULEVARD, CHICAGO
BURRIDGE D. BUTLER, *Pres.*, GLENN SNYDER, *Mgr.*
National Representative: JOHN BLAIR and CO.

New Quaker Group Links 16 Stations

WFIL Is Key, With Coverage Of Nine Million Claimed

ORGANIZATION of the Quaker State Network, to comprise 16 stations covering urban and rural areas of Pennsylvania, was announced Nov. 7 by Donald Withycomb, general manager of WFIL, Philadelphia, the key station. Most of the stations in the group have been aligned by wire during the last several months for political broadcasts, and it was decided to perpetuate the venture as a statewide chain for regular commercial service, effective Nov. 15.

Cities to be covered by the chain, Mr. Withycomb stated, will include Philadelphia, Pittsburgh, Harrisburg, Reading, Scranton, York, Williamsport, Lancaster, Altoona, Erie, Allentown, Easton, Johnstown, Hazleton, Wilkes-Barre and Sunbury. Also served will be Cumberland, Md., second largest market in that state.

The network will be available in three groups—WFIL, WCBA, Allentown, WRAW, Reading, WEST, Easton, WGBI, Scranton, WBRE, Wilkes-Barre, WAZL, Hazleton and WGAL, Lancaster, comprising the Eastern Group. WKBO, Harrisburg, WKOK, Sunbury, WRAK, Williamsport, and WORK, York, will comprise the Central Group. WFBG, Altoona, WJAC, Johnstown, WTBO, Cumberland, WWSW, Pittsburgh and WLEU, Erie, will comprise the Western Group. The quarter-hour rate for the entire network before 6 p. m. will be $535; half-hour $763 and hour $1.100. The cost of a quarter-hour after 6 p. m. will be $829; half-hour $1,190, and one hour $1,734.

Statewide Coverage

CLAIM is made that the 16 stations will provide consistent satisfactory primary service in 55 of the 67 counties of Pennsylvania, covering more than 9,000,000 people or 95% of the state's population. More than 1,800,000 radio home are in the area, it was said.

The new chain, said the announcement, was conceived and organized by Samuel R. Rosenbaum, president of WFIL, Mr. Withycomb, and Roger W. Clipp, WFIL business manager. The chain, it was explained, was formulated to meet the requirements of the recent political campaign, during which 55 programs involving an expenditure of some $69,000 were placed through WFIL.

The announcement said also that plans are being made to provide the stations with sustaining programs. Moreover, negotiations were declared to be going forward for a New York outlet. Prospects are being canvassed by the WFIL sales staff, now acting as the network's sales agent. Several commercial programs are expected shortly, it was stated. At an early date, according to the announcement, a New York sales representative will be named for Quaker State.

Mr. Clipp, formerly commercial engineer with NBC, New York, and afterward assistant manager of NBC operated stations, will serve as coordinator of the chain, handling operating details from Philadelphia. Mr. Withycomb is the former NBC station relations manager.

Ford Spot Deluge

FORD MOTOR Co. used and will continue to use for a short time several thousand radio spot announcements promoting interest in its 1937 line of automobiles. The new Fords are powered either with the standard V-8, as in other years, or with a new miniature edition of the 85-horsepower motor, generating 60 horsepower. The new motor will be promoted from an economy angle, both on original purchase and maintenance. The spot announcements are blanketing the country. Ford will continue its usual radio programs —the *Sunday Evening Hour* over CBS, and the *Fred Waring* programs, split between CBS and NBC, for the time being, although the company is negotiating for exclusive rights to M-G-M movie stars for a program to replace the Waring contract, which expires in December.

Sale of KOY, Phoenix, Is Given FCC Approval

SALE of KOY, Phoenix, by the Neilson Radio & Sporting Goods Co. to the Salt River Valley Broadcasting Co. was approved Nov. 10 by the FCC Broadcast Division. Principals in the latter are Burridge D. Butler, president of the *Prairie Farmer*, operating WLS, Chicago, and Naylor Rogers, formerly general manager of KNX. The purchase price was understood to be in the neighborhood of $50,000.

Mr. Rogers, it is understood, will take over the management of the station temporarily and reorganize it. KOY operates on 1390 kc. with 1,000 watts until local sunset and 500 watts night. New equipment and new studios will be installed.

CHOICE SLOGAN

June Hynd Wins NBC Contest Staged for Employes

JUNE HYND

NBC's new slogan, adopted as of its tenth anniversary Nov. 15, will be: *By Choice, the Nation's Voice.*

This was decided Nov. 12 after NBC employes had submitted more than 4,500 suggestions for slogans in a $100 prize contest conducted by the company. The winner was Miss June Hynd, petite assistant to Margaret Cuthbert, NBC director of women's activities.

Miss Hynd, a native of Trenton, N. J., is a former reporter on the *Trenton State Gazette.* She joined NBC three years ago after doing free lance and publicity work. She was first appointed as secretary to Miss Cuthbert, her promotion to assistant having been a recent one.

One of the prettiest and daintiest members of the NBC staff, Miss Hynd's job is the engaging one of talking on equal terms with some of the nation's best minds. She books talks, suggests subjects and titles, criticizes and encourages the speakers scheduled by NBC's "talks" department.

COAL, COAL AND MORE COAL

Mason-Heflin Radio Promotion Brings Deferred Payment Business of $275,000 a Year

MASON-HEFLIN COAL Co., Philadelphia, which enjoyed such success with a program on WIP that it has practically discontinued other media, started broadcasting in 1933 with its Winter Coal Club, by which customers could purchase coal on the instalment plan.

In the first season $7,500 worth of business was recorded. The second season (fall, 1934) brought $125,000 worth of business on the club plan, an increase of 1,600% over the previous year. The business in the 1935 season continued on the upgrade, amounting to $275,000, an increase of more than 100% over the second year. The only printed advertising or radio promotion was by the WIP *Homemakers' Club* program.

New Customers

BESIDE bringing thousands of new customers to the Mason-Heflin Coal Company, it was found very definitely that the WIP promotion prompted many old customers to return to the fold, and also reminded many other old customers of the immediate need for stocking their coal supply.

J. W. Mason, president of the Mason-Heflin Coal Co. said:

"When our company began the WIP radio program some four years ago, we knew very little of what to expect in the way of returns of direct sales or returns of purely institutional good-will value. However, so immediate were the direct sale returns from our program, that we knew at once that we had engaged in a very profitable alliance.

"In my mind, no further proof need be given other than the utterly phenomenal returns of our Winter club plan, which we attribute to our *WIP Homemakers' Club* promotion.

"Also, extremely welcome was the fact that our radio campaign not only brought new customers to our company, but it helped to remind our old customers, what proved to be a very needed asset in this day of keen competition.

"Before any family can be eligible to join our winter club plan, it must go through a somewhat rigid test in so far as reliability, honesty and good standing are concerned. Through our credit department, I have learned that 99% of the prospects for the winter club plan are honest and reliable, a tribute which I think belongs to the women who make up the WIP Homemakers' Club and their families."

The sponsor renewed in October for a full year.

COCA COLA TESTS WITH DISC SERIES

NBC Transcription Service in Chicago is recording a series of half-hour programs for Coca Cola Co., Atlanta, using the talent now heard each weekday morning on the *NBC Breakfast Club*, network sustaining program, with Don McNeil as master of ceremonies. Discs will be used in a test campaign, beginning Nov. 23 and broadcast in the late morning, Monday thru Friday, on WFBR, WNAC, WCBA, WBNS, KSD, KDYL, KSFO.

Programs are being placed through the local Coca Cola bottling plants, which in these cities are owned by the Coca Cola Co., and the test campaign will be limited to cities in which the bottlers are company owned. Newspaper space in these cities will also be used during the test period.

If the test is successful a later campaign may be conducted which will also include cities in which the Coca Cola bottling plants are independently owned. Details of the campaign were handled by Felix W. Coste, radio director of the D'Arcy Adv. Co., St. Louis, Coca Cola agency, who spent several days in Chicago supervising the recording of the first programs of the series.

Nor'Way Using Radio

COMMERCIAL SOLVENTS Corp., Terre Haute, Ind., will follow winter down from the north with radio advertising on behalf of its Nor'Way anti-freeze. WCCO, Minneapolis, carried a 15-minute program for eight weeks, and WMAQ, Chicago, is now carrying a 15-minute dance music presentation on Saturday nights for eight weeks until Dec. 12. It is the plan of the company to extend its radio effort, in conjunction with other advertising, as cold weather approaches. The Detroit office of Maxon Inc., is the agency.

Dole Discs on Test

HAWAIIAN PINEAPPLE Co., San Francisco (Dole's) has completed a series of 13 transcribed quarter-hours to be placed through the San Francisco office of N. W. Ayer & Son Inc. in a test campaign in different parts of the country. The series, done at the RCA Mfg. Co. sound studios in Hollywood, features Bob Sherwood, NBC announcer, as master of ceremonies: Tandy McKenzie, Hawaiian tenor; Dick MacIntyre's instrumental quartet and Harry Jackson's NBC Orchestra.

Poultry Journal Discs

AMERICAN POULTRY JOURNAL, Chicago, on Nov. 9 started a test spot campaign, using five-minute transcriptions, three times weekly, on WLBZ, WTIC, KFYR, WWVA, KFNF, WHO, KMMJ, and three quarter-hour programs weekly on WHAM. Agency is Presba, Fellers & Presba Inc., Chicago.

CALL letters of WOCL, Jamestown, N. Y., recently purchased by interests headed by Col. Harry Wilder, operator of WSYR, Syracuse, have been changed to WJTN. At the same time the FCC issued call letters KRMC for the new local station it recently authorized at Jamestown, N. D.

When Radio Was a Pup—
TRIALS OF THE FIRST SPONSORS

NOVEMBER, the open season for anniversaries in radio, what with NBC's tenth milestone as the first incorporated network, and KDKA's sixteenth since it began regularly scheduled broadcasting, has uncovered another "first" in radio. What else but the first commercial program!

Fingering through musty files among the kilocycles and watts, some papers dating back to those dark radio days of 1922, revealed a ten-minute talk over WEAF, New York, then operated by A. T. & T. It sold for $100. And the "sponsor" was William H. Rankin, president of the William H. Rankin Co., New York advertising agency. What foolishness for an advertising agency, of all things, to buy the first commercial time!

The salesman was the late George F. McClelland, at 28 the manager of WEAF. He was the man who "invented" commercial broadcasting. Later he became vice president and general manager of NBC.

Would It Work?

BUT MORE about that Rankin escapade. Unwilling to try out this new "fad" on any of his clients, he decided that a $100 investment for his own agency might be worth while. Young McClelland didn't expect that; he wanted to try selling merchandise. But he took it, and with thanks.

So on Dec. 30, 1922, Agency President Rankin cleared his throat, reared back his head and, at a cost of $10 a minute, told WEAF's "audience" about "Advertising and Its Relation to the Public". What foolishness? After the broadcast, there were some 10 telephone calls and about 15 "fan letters". But one of the calls was from the advertising manager of V. Vivadou Inc., cosmetic manufacturers. The agency got the account, and the following month placed Mineralava, a mud clay, on the air. The billing for this advertising account eventually ran several hundred thousand.

Not so foolish, thought Mr. Rankin, since it added up those fifteen per cents for newspapers, magazines, and good old radio.

"The personal calls, telephone messages and letters received in response to that first broadcast," Mr. Rankin stated afterward, "convinced me that even in 1922 radio advertising paid."

Boom in Business

IT WAS after this broadcast that business began to boom for WEAF and for Manager McClelland. He had a half-dozen accounts to handle — practically all of them through Rankin. First came the Mineralava, and then Haynes automobile, and then the musical show *Wildflower*, and a one-time shot now and again. The A. T. & T. began to like radio.

About that time the advertising fraternity started tearing its hair and thumbing its nose. And who should lead the battle against this upstart in the advertising trade but *Printers' Ink*, venerable publication then pretty much alone

in the field. In February, 1923, it ran an editorial titled "Radio, an Objectional Advertising Medium", which was interesting indeed, in fact so much so that it is appended herewith. It was a pretty fight—one that didn't end until 1931, when *Printers' Ink* called it off. And why not? Radio billings that year hit $39,000,000.

Radio, said *Printers' Ink* in 1923, was "loaded with insidious dangers". It was a "scheme" that was "against good public policy". It was something like "skywriting" as an advertising medium. Mr. Rankin didn't like that editorial, so he wrote the magazine about it. The publication responded by taking a nice editorial swipe at its subscriber's radio effort. It stated that a family which has invested $250 in a "radio outfit" expects to be entertained with high-class music or with the witty after-dinner speeches of famous public men. "*Printers' Ink*", said the editorial published in its Feb. 15 issue, "listened in to Mr. Rankin's recent broadcasting effort and failed to recognize it as coming under either of these heads."

Mud on Mugs

GETTING back to the files, they showed that Mineralava was quite a program at that. The same rate applied, $100 for ten minutes, with a 15% commission, of course, for the a.a. The featured star was Marion Davies, who twice a week read talks written by Hector Fuller, prominent author. Then came the forerunner of the box-top fusilade—Marion promised an autographed photograph to those who wrote in. And 15,000 of the charming lady's profile hit the mails.

Automobiles in those days ran only four or six cylinders, as we recall it, but radio was a sort of one-lunger itself. Along came Mr.

Rankin dragging Elwood Haynes, maker of the first automobile, behind him. He broadcast a talk during Automobile Week in New York, over $10-a-minute WEAF. He got 50 telephone calls (good old A. T. & T.) and over 200 letters from all over the county.

It was in 1923 that *Wildflower* was running in New York, but practically standing still. You're right! Mr. Rankin suggested that Hector Fuller write a 20-minute blurb selling the play, to be broadcast over WEAF (usual rates, minus agency commission). He gave these talks himself and immediately afterward the play was broadcast from the stage. The silver-tongued announcer concluded the presentation by disclosing that anyone who had listened and who went to the box-office during the next week and bought a ticket would get, of all things, an autographed photograph of Edith Day, the *Wildflower* star! Result, 500 tickets sold the next day, full houses thereafter and finally the S. R. O. sign.

Mask and Zipper

SUCH business could not be overlooked. Amid rubbing of hands, A. T. & T. in September, 1933, started a network of eight stations, keyed from WEAF. [Technical note: They used A. T. & T. lines]. B. F. Goodrich Rubber Co. (Rankin account) signed for six weeks, renewed for six more, and kept going. Union Carbon & Carbide (Eveready batteries) followed suit. Then came Happiness Candy Co., Cliquot Club, Atwater Kent, Bakelite Co., Maxwell House Coffee, Ipana Toothpaste. And of course, in 1926, NBC was born, taking over the A. T. & T. stations, and a flock of accounts. Incidentally, Mr. McClelland was still there as vice president and general manager.

The story of Goodrich was really the first network success story. L. A. McQueen, advertising manager of Goodrich, was somewhat skeptical about this radio business. But he tried it on a six-week test, instead of the 12-week run suggested by Mr. Rankin.

The Goodrich Silvertown Orchestra became a success overnight. So did the Silver Masked Tenor and the Goodrich Zippers. Five weeks after the first Silvertown Concert, Mr. Rankin received a letter from Mr. McQueen.

"When you first brought this form of advertising to our attention there was some question in our minds concerning its pulling power and effectiveness," he wrote. "There is no longer any question in our minds about its advertising value. The results are too visible to be ignored. We have received thousands of comments through the mail indicating the tremendous public interest we have aroused. I am glad our advertising agency had the vision and foresight to bring radio publicity to us."

Even in those days, spotlight advertising in newspapers and magazines calling attention to the radio programs, was used for Silvertown. Full pages were used entreating readers to "Tune in with Silvertown's on the radio every Thursday and on your car every day".

Getting down to cold, traceable results, Goodrich was more than pleased. A crossword puzzle booklet was offered to interested listeners. When more than 200,000 asked for the books, the Akron office protested, marking the first radio-postal kickback. So Goodrich changed its offer and told listeners to call on the 40,000 Goodrich dealers. Over 3,000,000 crossword booklets went that way.

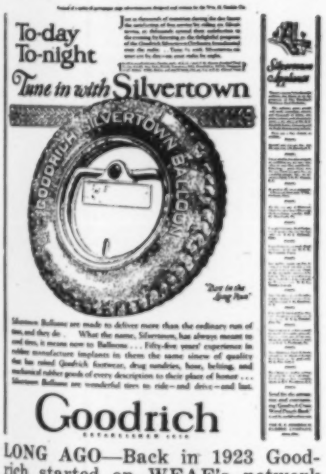
Other merchandising tie-ins were used. One was a disc radio log with which the listener could keep

a convenient record of all dial settings for stations. The cards were printed and distributed to Goodrich dealers. The audience was told to get the logs free of charge by going to the dealer, obtaining a card and mailing it to the Goodrich Co. The fourth day following the announcement 14,000 cards came in. And as many dealer-consumer contacts were made. Within two weeks Goodrich received more than 100,000 cards, and the whole campaign resulted in the distribution of more than 600,000 station logs. Each card meant that a prospect actually had been sent into a Goodrich dealer store by radio advertising.

Shortly after the Goodrich program began, Union Carbon & Carbide bought ten minutes, three times a week, over the WEAF network. It tied in with this advertising color pages in the *Saturday Evening Post*, also a die-hard enemy of radio. These urged listeners to buy radio receivers. "The air is full of things you should not miss," was the catchline. Union Carbide sold batteries by the thousands for radio receivers.

Here is an editorial which ap-

(*Continued on page 61*)



LONG AGO—Back in 1923 Goodrich started on WEAF's network of eight stations. Here is one of its full-page newspaper advertisements. At the right of the copy is a column of applause mail.

Tribute to the Radio

I am the Radio, made of metal, glass, and wood; every cubic inch of me is magic.

Out of the space there comes through my body the music of the spheres, divine symphonies flood the air, mighty choruses break forth, the organ peals, bands play, the voice of the singer enchants, stringed instruments enthrall the senses, countless orchestras interpret the spirit of jazz, and the saxophone is heard throughout the land.

The actor and the entertainer tell their story to laughter or to tears. The lecturer lifts up his voice, and millions listen and learn, the statesman and the politician make their plea, and the destiny of a Nation is decided.

I am the conservator of Man, on land and in the air, on the sea, and under the water; in time of disaster my appeal goes forth and aid comes to the distressed.

What a boon I am to mankind. In the home of the rich and the cottage of the poor, in spacious apartment and lowly tenement, on the farm, and within prison walls, to young and old, to the sick and blind, I bring my message, in every tongue, and in every clime.

I am the Radio, God's great gift to humanity.

COL. ISAAC A. HEDGES.

St. Louis, Mo., 1936

A Free Copy

of this "Tribute to Radio," printed on fine paper suitable for framing, may be had from Radio Station KFRU, Columbia, Mo.

RADIO STATION KFRU

630 Kilocycles, 1000 Watts
500 Watts Night-time

Columbia, Mo.

Covering the Rich Central Part of Missouri

Representatives:

Wilson—Dalton—Robertson

KANSAS CITY
1329 Baltimore Ave.

CHICAGO
1503 Mather Tower

NEW YORK
250 Park Ave.

KFRU Is Owned and Operated by the St. Louis Star-Times Publishing Co.

Conference of Reps Proposed To Discuss Promotion of Spot

Five Favor Fund, Says Mr. Free, Three Opposed; Petry Suggests $16,000 Figure Is too Small

HAVING obtained replies offering varying degrees of support and opposition to his plan to create a cooperative campaign by station representatives to promote spot broadcasting, James L. Free, president of Free & Peters Inc., and Free, Johns & Field Inc., announced Nov. 10 that he hopes to discuss the project later this month at conferences in New York with the companies involved.

In a second letter to the 14 companies in the representation field on Nov. 10, Mr. Free analyzed the reaction to his initial proposal, bringing out that five, in principle, favored the general idea; three were opposed to it; four had not yet replied; one desired to withhold decision; one (Hearst Radio Inc.) brought out it already had embarked on its own comprehensive campaign, and in accordance with its policy, would not join in any cooperative venture.

Getting Results

ONE OF the first replies received, from Edward Petry, president of Edward Petry & Co. Inc., largest single entity in the field, supported the plan. Mr. Petry expressed the view, however, that Mr. Free had underestimated the cost of doing an effective job with a $16,000 annual appropriation.

"In our opinion and we spend in excess of $16,000 per year in the trade papers," he wrote, "it would require an annual appropriation of at least $60,000 to insure a campaign which could achieve noticeable results. We are eager to join in a group effort but at the same time anxious that this effort shall be launched on a scale commensurate with the difficulties in the tasks to be accomplished."

In a second letter to Mr. Free on Nov. 7, Mr. Petry said he felt that a $60,000 appropriation was the smallest necessary to accomplish the objective, as against the $16,000 proposed by Mr. Free. He said his organization would be unwilling to participate until the $60,000 could be raised. On Nov. 10, Mr. Free responded that he could not agree that the larger amount was essential, even though desirable. He added, however, that if Mr. Petry preferred to "sell" his plan to other representatives then he would withdraw the original $16,000 proposed and support the Petry effort.

At the time his second letter was sent, suggesting the meetings in New York during the week of Nov. 23, Mr. Free had not received replies from John Blair & Co., William G. Rambeau Co., George Roesler, and Weston, Frykman & Allen.

In his original letter, Mr. Free had suggested that one way of defraying the cost would be for each representative to contribute 10% of the quarter-hour rates of the stations he represented. He said this would amount to a fund of $16,357 per year. The 14 firms, each having eight or more stations, represent a total of 225 stations. In his second letter he declared that if the basic plan he outlined was not acceptable to other representatives, then his organization would be happy to cooperate in any other reasonable plan proposed.

In pursuance of that, Mr. Free suggested that representatives of each organization meet with him in New York during the week starting Nov. 23 to discuss the entire broad subject.

Mr. Free's Second Letter

MR. FREE'S letter follows in full text:

On Oct. 26 I sent a letter to you and 11 other radio station representatives proposing an association of representatives for the simple but important purpose of promoting spot broadcasting through a cooperative advertising campaign.

I stated flatly that our associated companies, Free & Peters and Free, Johns & Field, are ready and willing to go into such a campaign, and to contribute as our share $174.10 per month for the first year. I asked each representative whether he would contribute a specified monthly sum, based on 10% of the total quarter hour rates of the stations represented. Here is a report showing the amounts asked of each, and briefly summarizing each reply.

John Blair & Company, $115.36, no reply.

Craig & Hollingbery Inc., $114.78. "In sympathy with goal, but do not feel at this time that it would be good business for us to participate."

Free & Peters and Free, Johns & Field combined, $174.10. "As previously stated, we are ready to contribute this amount to this general plan, or any reasonable amount to any other practical plan in which even a majority of the representatives will participate."

Furgason & Aston Inc., $59.65. "It is our desire—help promote a greater use of spot broadcasting. Of the opinion, however, this cannot be done by purchasing publicity in trade journals. Will withhold decisions, and will be glad to confer on methods proposed, and hear reactions of other representatives."

Hearst Radio Inc., $72. "We have just embarked on a comprehensive campaign — in accordance with our policy, we will not join in any cooperative venture such as the one you outline."

Joseph Hershey McGillvra, $90.09. "We do not believe such promotional effort will bring results until certain changes made in handling and placing spot radio advertising — We believe in promotional advertising for spot broadcasting but such efforts could be handled more efficiently by NAB with our assistance."

Edward Petry & Co. Inc., $333.93. "Being in sympathy with the principles of your plan we emphatically endorse the idea and assure you of our readiness to cooperate with any organized effort to further the interest of spot broadcastng. However, we should say you have underestimated the cost of doing an effective job. In our opinion it would require an annual appropriation of at least $60,000 —instead of $16,000—to insure a campaign which could achieve noticeable results."

Willam G. Rambeau Co., $118.20, no reply.

Paul H. Raymer Co., $119.25. "I cannot be in favor of the idea, first, because it is not fair for us to pay 100% of the cost of a campaign that would benefit the entire industry; second, because $16,000 per year would be inadequate to do a job. I believe the educational work should be done by the industry as a whole. This could possibly be done through NAB or through some other national association of radio stations."

George Roesler, $22.30, no reply.

Weston, Frykman & Allen, $42.20, no reply.

Weed & Company, $50.70. "Am willing to contribute, but not to the extent you propose. You suggest 10% of the combined quarter-hour rate. My feeling is that 5%, or in my case, approximately $25 per month is nearer the proper levy."

Wilson-Dalton-Robertson, $50.52. "Your idea is commendable. However, I think 10% of quarter-hour rates a little excessive. Am in favor of 5%, the revenue from which should amply cover the expense of any campaign we might decide on."

If our basic plan is not acceptable to the other representatives, we will be happy to cooperate with any other reasonable plan that is proposed. We did not, and do not, think $16,000 is enough to do an overwhelming publicity job. At the same time, we do not believe a majority of the representatives could be persuaded to contribute to a $60,000 fund at this time. Obviously, an educational campaign of the sort indicated requires, as a minimum, a fairly complete schedule of full pages in the leading broadcasting and advertising trade journals. A casual study of available publications and their rate cards reveals that a reasonably adequate job can be done with something like $16,000 — but could hardly be started with $8,000, to which the appropriation would be reduced if monthly payments were reduced to 5% of quarter-hour rates.

We naturally are inclined to like our own plan. It seems sensible, reasonable and worthwhile.

But the main thing in our opinion is to *do something*. Let's stop talking about cooperation, and get started. We have one common aim—the promotion of all forms of spot broadcasting. What shall we do — not talk about doing—but do, as a group, to assist our individual efforts in promoting our medium?

If you have a better plan than the one we have proposed, a specific plan which can be answered yes or no, we will gladly take a back seat. You send out letters outlining it to the representatives, and if it seems reasonable and means action, we will support it heartily.

If you do not wish to develop a plan of your own, will you or a qualified member of your organization meet with me in New York the week starting November 23d to discuss the proposal we have already made? Will you attend such a meeting with an open mind, and with a desire to go along with the majority, even though you do not agree on some of the minor details?

Conrad Leaves NBC

Mr. Conrad

FRANCIS CONRAD, son of Dr. Frank Conrad, pioneer Westinghouse broadcaster, has resigned his post in the NBC sales department to join the New York office of McCann-Erickson Inc., effective Nov. 15. He will become radio timebuyer. Mr. Conrad joined NBC in 1929 in Pittsburgh and was attached to the staff of KDKA, Westinghouse-owned station, the program and sales operations of which are handled by NBC. In 1932 he was assistant manager of the station and served as acting manager until 1934, at which time he was transferred to network sales in New York. At McCann-Erickson he joins Don Shaw, former eastern sales manager of NBC, who now is assistant to the president of the agency.

WRIGLEY AIMS AT DEALERS

Public Can Listen to Network Broadcasts of Chewing Gum Firm if It Wants to

THE RETAIL merchant is the central figure in the new Wrigley radio campaign, which was started Nov. 9 on a Monday-through-Friday schedule over a nationwide CBS hookup. The first four days of each week the chewing gum manufacturer limits its own commercial copy to three words at the beginning and end of each broadcast, devoting the time usually given over to sales talk to "giving credit to the man who deserves it —the retail merchant."

The program on these evenings is *Poetic Melodies*, featuring Jack Fulton, romantic tenor, and Franklyn MacCormack, poetic reader, with Billy Mills orchestra. MacCormack will also deliver the dealer tributes, of which the following is typical:

"Recognition for one who deserves it — your retail merchant! We've learned a lot about the art of living during the past 10 or 20 years. About comfort, convenience, and enjoyment of our leisure hours. To a large extent, the retail merchant is responsible for this progress. Your merchant is constantly watching for improvements in the types of products he carries. If a new product is really better than the old, he orders it. If something is developed that will contribute to your family's comfort or happiness, he gets it for you. You can depend on your retail merchant to provide you with modern, quality goods."

Foolish Salesman

ON FRIDAYS the Wrigley program is a dramatic sketch portraying the adventures of a Wrigley salesman, *Mortimer Gooch*, whose eccentric ideas of sales promotion are constantly getting him into trouble. This program, says the sponsor, is being broadcast for the exclusive entertainment of the retailer, and the general public may tune in or not as it pleases.

In a sense, this part of the week's broadcasting is as entirely commercial as the other program is non-commercial, as it will be in the nature of an educational session for Wrigley dealers, pointing out the right and wrong methods of advertising and salesmanship. But even if the public takes the sponsor literally in its statement that the program is for dealers only, there will still be a sizeable audience, for there are more than a million retailers who include Wrigley's gums in their stocks.

Neisser-Meyerhoff Inc., Chicago, is the agency in charge of the campaign.

Campaign Billings Exceed Estimates; Election Coverage

Industry Receives Acclaim for Service on Election Night

REPORTS from networks, now back to normal schedules after the disruptions caused by the political campaign, indicate that both Republicans and Democrats have considerably underestimated their respective $600,000 and $500,000 predictions for radio time purchases during the campaign, which ended with a remarkable display of radio's capacity for news coverage on election night Nov. 3.

While exact figures are not yet available from some sources and others decline to disclose them, unofficial estimates by NBC are that its gross intake from the parties ran around $800,000, of which $400,000 or more was spent by the Republicans and allied sponsors and most of the rest by the Democrats.

CBS had gross billings of $436,000 from the Republicans (23½ hours) $226,000 from the Democrats (13¾ hours) and $124,000 from the Jeffersonian Democrats, Independent Coalition of American Women, Good Neighbor League, Townsend Plan and American Labor Party — representing a gross of $786,000.

MBS reported that $105,043 worth of political radio time was purchased, representing a total of 25½ hours, but WOR alone reported it took in $51,409 from politics divided as follows: Pro-Roosevelt time, $24,155; pro-Landon, $18,442; miscellaneous, $9,309. Separate from the Inter-City System, WMCA reported gross political billings of $11,141.

Billings and Hours

WHILE NBC declined to disclose exact revenue figures, it reported that it had sold 39 hours to the Republican National Committee, 22 hours to the Democratic National Committee, one hour to the Socialist Party, 2 hours 15 minutes to the Communists, 7 hours 15 miuutes to the Republican State Committee, one hour to the Socialist State Committee, one hour 30 minutes to the Communist State Committee. These figures are exclusive of four or five hours sold by the Pacific Coast networks.

Mutual broke down its $105,043 figure as follows: Democrats, $36,242; Republicans, $5,187; New York State Democrats, $14,609; Father Coughlin, $37,232; National Jeffersonian Democrats, $2,449; Crusaders, $8,221; Independent Veterans, $1,113. The Crusaders were billed through Marschalk & Pratt Inc. and the Independent Veterans through Neff-Rogow Inc.

The New York State Network, keyed from WINS, reported revenues of $2,327 from the Republicans, $2,642 from the Democrats, Socialists and American Labor parties for their several hookups.

Placed by Agencies

THESE scattered reports were all that were made available as BROADCASTING went to press, but they were sufficient to indicate that the estimate of $2,000,000 spent by all political parties and factions for network and station time during the campaign was probably very conservative. Without exception, the network and station billings were larger this year than four years ago.

Most station time was on a cash basis, but it is understood that the networks are carrying considerable balances due from the major parties, though nothing like the $500,000 or more that NBC and CBS carried over from 1932 and did not clear off the books until last winter. For the large part, the Republicans employed advertising agencies to place their national and local schedules; the Democrats used agencies for practically all placements.

Among agencies that participated in the business were Roche, Williams & Cunnyngham Inc., Lord & Thomas, Blackett-Sample-Hummert, Erwin-Wasey & Co., Chicago, and Reincke-Ellis-Younggreen & Finn, for the Republican National Committee; Brooke-Smith & French, for the New York Republican State Committee; U. S. Advertising Corp., William H. Rankin Co., Metropolitan Advertising Agency and Loomis & Hall Inc., for the Democratic National Committee; Publicity Associates Inc., for the Jeffersonian Democrats and the Independent Coalition of American Women; Albert M. Ross Inc., for the National Union for Social Justice (Father Coughlin); A. B. Landau Inc., for the New York Young Democratic Club.

Locally, various other agencies were used, but in the local campaigns the business was mostly placed direct by the candidates or their local committees.

Both parties disbanded their radio divisions immediately after Nov. 3, and almost without exception members of the staffs who were not "on leave" were on the job-seeking list. Hill Blackett, G. O. P. radio director, was back at the Blackett-Sample-Hummert agency, while William B. Dolph, the Democratic radio director, continued at his post as manager of WOL, Washington, which he did not relinquish during the campaign.

The election itself was covered by radio the day and night of Nov. 3 with such speed and dispatch

(*Continued on page 62*)

BEEHIVES OF ACTIVITY—Election day found radio fully prepared, with these central sources of returns feeding a multiplicity of stations via networks or individually. Top photo shows Press-Radio Bureau, with James W. Barrett, director (center) and his staff handling reports to the networks. Second picture gives a glimpse of the Yankee Network News Service headquarters. Third shows staff of Transradio Press in action. Bottom shows CBS election headquarters, with commentators and announcers on dais facing its big bulletin board.

SPONSORED EXTRA
Colorado Paper Uses KLZ to Give Late Returns

L. C. PADDOCK, publisher of the *Boulder* (Col.) *Camera*, bought two quarter-hour periods on KLZ, Denver, Nov. 4 to bring his subscribers returns on the Nov. 3 election. The broadcast featured complete tabulations on the vote in Boulder County. Mr. Paddock used paid time in preference to getting out an extra edition of *The Camera* as heretofore had been the custom. Attention was called to *The Camera's* special election service through KLZ, Denver, in a page one story as well as through the use of display space in Boulder county weeklies. The periods were broadcast at 6:30 and 7:15 a. m.

Mr. Paddock reports that subscribers were favorably impressed with the broadcasts and he is convinced that the radio flashes created more goodwill for the paper than an extra edition "and at considerably lower cost".

Three-fourth of Owners Want Radios in New Cars

GENERAL MOTORS Corp., Detroit, has found through its customer research division that 71.8% of new car owners want radio equipment in the new cars they buy. Questionnaires were mailed to 1,000,000 owners of all makes of cars. It was the first year that questions pertaining to radio equipment and preferences were asked.

Such information calls to mind the fact that the automobile companies have found it valuable to pay more and more attention to accessory advertising, in which promotion of radios plays a big part. For two years Chevrolet at Christmas time has advertised nationally, urging car owners and their friends to do their holiday shopping in the form of car accessories, at the Chevrolet dealer's place.

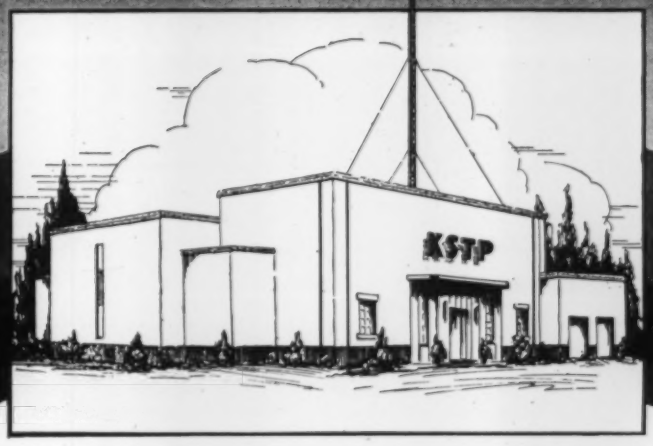
Pontiac in recent months has also called its dealers' attention to the fact that there is plenty of volume in accessory and radio sales. Other companies have urged their outlets to develop this rich market.

New Jergens Program

JERGENS-WOODBURY SALES Corp., Cincinnati (soaps & cosmetics) will inaugurate another series on a nationwide NBC-Red network Jan. 4, Mondays 4:30-4:45 p. m. The program will be a dramatic script entitled *Dangerous Romance*, starring Elsie Hitz and Nick Dawson who were sponsored by the company a few seasons ago under the title *Dangerous Paradise*. Lennen & Mitchell Inc., New York, placed the account.

New Train Dedicated

BURLINGTON RAILROAD, Chicago, sponsored a half-hour broadcast of the dedication ceremonies Nov. 8 for its new streamliner, the Denver Zephyr, on WMAQ, Chicago. Ralph Budd, president of the Burlington Railroad, and President Walter Dill Scott of Northwestern University spoke.



KSTP

announces

NEW TRANSMITTER
LOCATION and MODERNIZATION

to give you

Greater Coverage in the Northwest

FOR ADVERTISERS

- High Fidelity with the Strongest Signal in the Metropolitan Area . . . 600% increase in signal strength.
- Greatly increased coverage in the trading area of Minnesota where 81.2 cents of every retail dollar are spent.
- The greatest value per radio dollar . . . in the entire Northwest.

FOR LISTENERS

- A signal of 70,000 microvolts (70 millivolts) in downtown Saint Paul and Minneapolis.
- A fidelity of tone, faithful reproduction and unexcelled reception at all times under any and all weather conditions.
- The exclusive Minnesota outlet for the superb programs of the Nation's Leading Network . . . N. B. C.'s Red and Blue.

It is with a feeling of pride and our sincere desire to continue to merit your patronage and to serve others that we place at your disposal the increased facilities of our $300,000.00 modernization program . . . that KSTP shall continue to be known as THE NORTHWEST'S LEADING RADIO STATION.*

*PROOF OF POPULARITY

Actual recorded facts from a station check made during the entire week of October 10, 1936:

KSTP	No. of Accounts		Second Station	No. of Accounts	
Local	55	64.0%	Local	24	44.5%
National	31	36.0%	National	30	55.5%
Total	86	61.5%	Total	54	38.5%

MINNEAPOLIS **KSTP** SAINT PAUL

NORTHWEST'S LEADING RADIO STATION

25,000 WATTS

For Rates and Schedules, Address: KSTP, MINNEAPOLIS - ST. PAUL, MINN., or our Exclusive NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, and San Francisco—Paul H. Raymer Company.

WKY

OKLAHOMA CITY

since its purchase by the Oklahoma
Publishing Co. in November, 1928

has never cut a rate to anyone!

900 KC

Oklahoma's Only
Full Time NBC Outlet

KLZ

DENVER

since its purchase by E. K. Gaylord
and associates in August, 1935

has never cut a rate to anyone!

560 KC
CBS Affiliate
Pioneer of the West

● Both stations have fine, new studios; new, modern, high fidelity transmitters and vertical radiators; both have exceptional program production facilities and both are alike in the maintenance of a policy of business ethics which has for so long distinguished . . .

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN

National Representative
E. KATZ SPECIAL ADV. AGENCY

XUM

To Obtain Dealers, Do as Duart Did

Cosmetic Product Obtains Complete Distribution in The West by Use of Radio; The East Comes Next

By HOWARD E. WILLIAMS
Agency for Duart Sales Co., Ltd., San Francisco

H. E. Williams

TOWARD the end of February, the Duart Sales Co. Ltd., set out to open the San Francisco and Northern California market for a totally new and different face cream called Creme of Milk. At that time, not a single jar was on sale in that area, or any other. By the end of six months, complete distribution had been secured in major western markets, covering all drug, department and syndicate stores in California, Oregon, Washington, Utah and Illinois. Arrangements are now under way to introduce the new beauty product in the eastern market next spring.

Our plans for cracking one of the country's biggest markets for a popular priced product in a highly competitive field included a radio test campaign, supported by intensive merchandising, cooperative advertising, and plenty of push. We had a preparation in which we believed wholeheartedly, and backed by the prestige of Duart, which for years has supplied beauty shops throughout the country with permanent wave equipment, we did not intend to "spare the horses".

After Only 30 Days

IF, AFTER the planned preliminary period—which we thought was a conservative length of time in which to establish a product against stiff competition—we felt that satisfactory distribution had been attained in and around San Francisco, we would be justified in extending our sales territory.

The anticipated six-to-eight-month local radio drive lasted, as such, for less than 30 days! By that time it had ceased to be a mere test campaign and had become a proved builder of sales and repeat business.

At the beginning of our campaign, overnight distribution was achieved in 1,300 San Francisco drug stores, in a rather unusual manner which will be described later. Resulting sales volume was so high that before a month had passed, we expanded to the NBC Pacific Coast network and distributed Creme of Milk in the entire California area, including all department stores and 4,500 drug stores.

Our next move was to extend the radio series, in September, to NBC stations in Chicago, Salt Lake City and Denver. Thus, in less time than we had planned to devote to opening a single market in a limited area, Creme of Milk was selling with amazing rapidity throughout five states.

Next spring, Creme of Milk will enter the eastern market, either by means of a local New York station or a national hookup. Within a year, the Duart Sales Co. expects Creme of Milk to be one of the big selling popular priced beauty products of the country. This statement may seem like big expectations, but the record achieved in the West makes it little less than inevitable.

The speed with which the preparation was offered to, and accepted by, the public is attributable to several things—its own genuine uniqueness, the excellent coverage of the NBC stations employed and the character of the program, *Passing Parade*, plus the consistent, hard-hitting merchandising and cooperative advertising.

Perfected after three years, Creme of Milk is based on the formula of two dairy chemists, who after much experimentation, found how to extract from fresh milk those oils which are beneficial and beautifying to the human skin. The use of milk as a beautifier is not new, of course. Cleopatra took milk baths in the 50's (B. C.), and is recorded as one of the most fascinating women of all time. Anna Held is a more contemporary example of lovely women who have continued to use these highly effective — but extravagant — treatments.

Never before, however, had a preparation been offered to the average woman which would give her the well-known benefits with modern ease and economy. The natural oils, produced by glandular secretion, which Creme of Milk contains are those most closely related to the oils of the human skin, so often in need of replenishment.

John Nesbitt, who describes for us the *Passing Parade*, is a distinctive radio personality, chosen for specific reasons. We wanted to avoid a show which would immediately be open to comparison. An inexpensive musical program, for instance, would have lots of similar entertainment to buck, and might easily suffer from competition with more elaborate shows. We had to get something individual to offer listeners.

Dramatized Distribution

THE BROADCAST series can best be likened to the Sunday feature section of a newspaper. Old stories, brand new ones, human interest items, oddities, all are dramatized with an editorial slant.

Before the initial broadcast Feb. 23, we had the scene all set for the big push. Every druggist in the San Francisco territory—1,300 strong—received a telegram urging him to listen to *Passing Parade* and telling him that on the following day a free jar of Creme of Milk would be delivered to him.

During the broadcast, we dramatized for our listeners the procedure used by a big company in launching a new product: The hundreds of telegrams flashing over the wires, the sing of bicycle tires, the roar of motorcycles, the tread of hundreds of feet as Western Union messengers travelled all over the city delivering the free jars of Creme of Milk. That night, not one jar of the Creme could be bought anywhere, we told the audience; the next day any drug or department store they went to, no matter how small or remote, could supply them with Creme of Milk.

This dramatization was extremely effective. Both public curiosity and dealer interest were stimulated, with a very agreeable sales result the following day. We also feel it had a lot to do with the fact that 99% of the window stickers with which druggists were supplied reached their proper destination, that counter displays were used practically 100%.

In one San Francisco store alone, Creme of Milk sales for one day totaled $77; during the first week they reached $400. With this encouragement, we expanded to the NBC-Pacific network in less than a month, covering the balance of the Pacific Coast territory.

During June, we offered a 10-cent sample of our Creme on *Passing Parade*, with a heavy response. It was shortly that syndicate stores approached us with requests for a small jar to sell in their stores. The 20c jar, now sold by all syndicate stores on the Coast, is the direct result, then, of consumer demand.

In the larger 5 and 10 cent stores, we arranged demonstrations of the Creme two or three days a week. Window displays were also especially prepared for these outlets. They proved to be such sales builders that at least one store, taking a display for a week, gave it window space for six weeks.

FIVE-AND-TEN — Smaller size Creme of Milk containers are shown in this Woolworth store window.

Eastern Market Next

WHEN *Passing Parade* was later extended to NBC stations KOA in Denver, KDYL, Salt Lake City, and WENR, Chicago, we repeated the same method of distribution and promotion. We followed up dealer interest with the usual window stickers and counter displays, and also offered mats for local newspaper advertising.

In the Fawcett group of eight women's magazines, Creme of Milk and the radio show have been tied-in with our routine permanent wave ads and beauty talks by Doris Dumont.

In addition to our established markets, thousands of beauty shops are carrying our regular 50c and $1 jars, as well as the new $2 size which was made up to meet the demand for a large jar and is selling very well. Because of our connection with the trade through our permanent wave equipment, Duart enjoys a made-to-order market of 70,000 potential outlets in beauty shops all over the United States.

We are now busy with plans for introducing Creme of Milk to the tremendous Eastern market. We expect to begin our campaign in March, and to our radio series we will lend the same cooperation which proved so successful in the West.

DISPLAY—Here is one of the Duart layouts for dealers, showing the large size containers which the sponsor has featured.

A SUCCESS STORY? SURELY!

STATION WBNY first went on the air last March—only eight months ago. Though it ordinarily takes about 18 months' time for the average new station to get on its feet, WBNY has clicked consistently from the very first day it launched its broadcasting activities.

ONE of our original advertisers, Frank Meyers, who has a home appliance store on one of the side streets of our business district, tried WBNY the second week we were in existence. He bought a few spot announcements to tell our audience about his radio sets, washers, vacuum cleaners, etc.

IMMEDIATELY, WBNY brought so many new customers to his store that Mr. Meyers quickly signed up for six spot plugs a day for a month. He has been with us ever since—and you ought to hear him brag about what WBNY has done for him. You see, he is positive that all his new business has been produced through WBNY because in the seven months he has been with us he has used no other medium.

AN expenditure of a few hundred dollars for spots on WBNY has sold $148,000 worth of merchandise for him since April. If that is not a success story for Buffalo's new station, we can't offer you anything else except to say that we have in our files a lot of similar stories from other advertisers.

WBNY

Owned and Operated by Roy L. Albertson

Studios—485 Main Street **BUFFALO** Telephone Cleveland 3365

National Representatives

WESTON, FRYKMAN & ALLEN

509 Madison Avenue, New York City 520 N. Michigan Avenue, Chicago 122 S. Benton Way, Los Angeles

NBC STILL MAJOR RCA INCOME SOURCE

GROSS income of RCA from all sources during the first nine months of 1936 amounted to $69,037,084, leaving a net income of $2,847,383 for transfer to surplus which amounted to $12,775,712 as of Sept. 30, according to the RCA quarterly report issued Nov. 6 by David Sarnoff, president. The net was a $46,261 increase over the corresponding period of 1935.

Gross for the third quarter alone was $25,345,735, and the net for that period was $2,594,212, an increase of $571,617 over the corresponding quarter of last year.

Of the RCA nine-month gross of $69,037,084, NBC represented $23,800,143 from the time sales of its two networks [BROADCASTING, Nov. 1]. The NBC net, however, is not disclosed since the RCA does not break down the reports of its subsidiary companies.

France Taxes Time Sales, Planning National Setup

IMPOSING a tax of 13% on all revenues from the sale of time to French-language sponsors and 48% on foreign-language broadcasts, the French government has hit commercial broadcasting in that country hard and is thus hoping to pave the way toward its new unified plan of national broadcasting.

In France today some private stations are licensed while others are operated by the government. The government stations, it is planned, will shortly be organized into one company patterned after the British Broadcasting Corp. and supervised by a council of 72 members. This council would be divided into six sections, one each for music, theater, education, news, science and public affairs. Control would be exercised by an advisory committee of 14, among them the Prime Minister and Postmaster General.

Foreign Broadcasting Officials Amazed As RCA and NBC Show Progress Here

AMERICAN radio and typical American hospitality delighted the 35 high officials and representatives of foreign broadcasting systems who came over early in November to participate in NBC's Tenth Anniversary as guests of RCA and NBC. As they went through a whirl of activity, the visitors from Europe repeatedly expressed their amazement at the progress of American radio and were wholehearted in their expressions of joy over the typical American friendliness which they encountered on all sides.

Guiding them throughout the visiting rounds were Fred Bate, NBC London representative, and Dr. Max Jordan, NBC continental representative, who came over with some of the delegates and who, being splendid linguists, acted as interpreters for those who could not speak English.

Each of the delegates had words of praise for American radio, although most of them are identified with government-owned and some with dictator-controlled systems which represent a far cry from the American system of private enterprise, competition and self-sustenance. The technical equipment they viewed, the special broadcasts they attended and the rounds of entertainment they enjoyed in various cities drew fulsome words of praise too numerous for individual quotation.

Pickups From Everywhere

THE MOST elaborate broadcast they watched in operation was that of Nov. 9 when NBC networks, from 3:15 to 4 p. m., carried a two-way conversation between the New Haven train *Comet* and the German streamliner *Hamburger* as both were under way; a relay from a Navy submarine submerged off Sandy Hook; a relay from atop Pike's Peak; descriptives by an announcer riding up Fifth Avenue in an automobile and another pedaling a bicycle in Chicago; a tune-in on police messages sent to radio cars in Cleveland; an interview with miners underground near Pittsburgh; pickups from a Coast Guard cutter off Long Island, an Army armored car near Washington and a fleet of Navy planes in flight over the San Diego naval base.

They saw a radio facimile of birthday greetings transmitted by Guglielmo Marconi in London to David Sarnoff, NBC president, and on Armistice Day some of them participated in exchanges of greetings with Marconi in Rome and other European dignitaries from two airplanes flying between New York City and Niagara Falls.

The American radio audience, of course, was able to tune in all these special broadcasts.

The delegates arrived on various ships, most of them coming early in November. They came under the auspices of Europe's International Broadcasting Union, headed by Maurice Rambert, its president, a pioneer Swiss radio amateur who took it up as a hobby while working as a designer of automobile engines before the turn of the century—one of his engines having been adopted by the Rolls-Royce company of England.

Welcomed at the dock by RCA, NBC and city officials, their entertainment included a reception at the Rockefeller Center Club Nov. 5; welcome on the steps of City Hall by Mayor LaGuardia, Nov. 6; Princeton-Cornell football game at Princeton, Nov. 7; motor trip to West Point, Nov. 8, with visits that night to the Radio City Music Hall; tours of New York City, Nov. 9 and the NBC anniversary banquet that evening, which was addressed by their ranking official — Robert Jardillier, French Minister of Communications; airplane flights to Buffalo, over Niagara Falls and thence to Washington, Nov. 11; tour of the capital Nov. 12 and a luncheon that day by the Overseas Writers and National Press Club; a farewell dinner at the Waldorf-Astoria, Nov. 13, and a visit to the RCA radio center at Riverhead, L. I., Nov. 14.

There were other affairs each day of their stay, including many luncheons, a dinner presided over by Chairman Prall of the FCC in Washington the evening of Nov. 11 and a cocktail party at the home of Louis G. Caldwell, Washington radio attorney, the next afternoon.

Some of the visitors are remaining in this country for a few more weeks, but most planned departures the week of Nov. 15. The party included:

Robert Jardillier, French Minister of Communications; Maurice Rambert, president, International Broadcasting Union, also representing Switzerland; Arthur R. Burrows, secretary-general of International Broadcasting Union; Raymond Braillard, head of European Radio Control Center, Brussels; Gladstone Murray, general manager, Canadian Radio Corp.; Erich Von Kunsti, program director, Austrian Broadcasting Co.; Dr. Ladislav Sourek, president, Czechoslovakian Broadcasting Co.; Chamberlain C. Lerche, president, Danish Broadcasting Co.; Kay Christiansen, chief engineer, Danish Post Office Dept.; M. Pellenc, inspector-general, French Broadcasting Co.; Emil Bremond, secretary-general, French State Broadcasting; Dr. Kurt Von Boeckmann, head of foreign department, Reichs Rundfunk Gesellschaft; Dr. Werner Nestel, engineer-in-charge of foreign relations, Reichs Rundfunk Gesellschaft; Dr. Harbich, chief engineer, German Post Office Dept.; L. W. Hayes, engineer-in-charge of foreign relations, British Broadcasting Corp.; Dr. B. Van der Pol, chief engineer, Philips Co., representing Dutch broadcasting; Dr. Francesco Gochetti, program director, Italian Broadcasting Co.; E. Bernetti, chief engineer, Italian Broadcasting Co.; Roman Starzynski, general manager, Polish Broadcasting Co.; S. Karaffa-Kraeuterkraft, secretary-general Polish Broadcasting Co.; Dr. Carl Anders Symling, general-manager, Swedish Broadcasting Co.; Eric Mattson, chief engineer, Swedish Broadcasting Co.; Dr. Ivo Stern, director, Sagreb Station, representing Yugoslavia; Arthur Gvozdanovia, vice-president, Yugaslovian Broadcasting Co.

DISTINGUISHED FOREIGN VISITORS—These are some of the foreign radio notables who came to America as guests of NBC for its Tenth Anniversary celebration. Standing, left to right: Dr. Carl Anders Dymling, general manager, Swedish Broadcasting Co.; Arthur Gvozdanovic, vice-president, Yugoslavian Broadcasting Co.; Eric Mattson, chief engineer, Swedish Broadcasting Co.; Dr. Francesco Cochetti, program director, Italian Broadcasting Co.; Dr. Ivo Stern, director Zagreb station, representing Yugoslavia; Arthur R. Burrows, secretary general of International Broadcasting Union, Geneva; Dr. Balth Van der Pol, chief engineer, Philips Co., representing Dutch broadcasting; Roman Starzynski, general manager, Polish Broadcasting Co.; L. W. Hayes, engineer in charge of foreign relations, BBC; Raymond Braillard, head of European Radio Control Center, Brussels; Felix Greene, BBC representative, New York; Saverio Bernetti, chief engineer, Italian Broadcasting Co.; Dr. Kay Christiansen, chief engineer, Danish Post Office Service; Col. S. Karaffa-Kraeuterkraft, secretary-general, Polish Broadcasting Co. Seated, left to right: David Sarnoff, president of RCA; Maurice Rambert, president of International Broadcasting Union, also representing Switzerland; Gen. James G. Harbord, RCA board chairman; Chamberlain G. Lerche, president, Danish Broadcasting Co.; Lenox R. Lohr, NBC president.

Around the World

AS THE climax of the NBC Tenth Anniversary celebrations, radio organizations of 13 major countries were to combine to present their best talent on Nov. 15—the actual date of NBC's birthday. To be called *The World Salutes NBC*, the international program goes over both NBC-Red and Blue networks, totalling 102 stations, from 9 to 10 a. m. Nations cooperating are Austria, Belgium, Czechoslovakia, Denmark, England, France, Germany, Holland, Italy, Switzerland, Hawaii, Argentina and Japan.

RIVAL applications for new stations in Mansfield, O. have been filed with the FCC by Allen T. Simmons, owner of WADC, Akron, and Frazier Reams, Toledo attorney and prosecutor of Lucas County, who also is president of Community Broadcasting Co. seeking a new 100-watt local in Toledo. Mr. Simmons seeks 1,000 watts daytime on 780 kc., and Mr. Reams seeks 100 watts daytime on 1370 kc.

GOLD STRIKE

The Forty-niners didn't get it all! The vast community served by KGO, Key Station of the Pacific Coast Blue Network, is still paying its way nicely. With a per capita spending that exceeds any in the country, it's a rich opportunity for advertisers.

KGO

7,500 WATTS

NBC Pacific Coast Blue Network

SAN FRANCISCO

Completely programmed by NBC

Increased Power Is Proposed By New Chairman in Dominion

L. W. Brockington Says Coverage and Program Survey Will Be Made; Lessening of Interference Sought

By JAMES MONTAGNES

AFTER a two-day delay L. W. Brockington, chairman of the new Canadian Broadcasting Corp., which took over radio regulation from the Canadian Radio Commission on Nov. 2, gave a radio address Nov. 4 in which he outlined the corporation's immediate plans. The recommendations of Gladstone Murray outlined in BROADCASTING Nov. 1, were the main items on the CBC program.

A coverage survey and program survey are to be immediately undertaken, Mr. Brockington stated. Applications will be considered for change of wave lengths and increases in power. There will be a greater variety and improvement of public and private programs and the existing schedule for six hours daily with wire services for network programs is to be modified. Means are to be found to increase the revenue of the corporation, which is interpreted to mean more sponsored programs for the corporation stations and perhaps a series of magazines such as Gladstone Murray, general manager, built up for the British Broadcasting Corp. with which he was connected before coming to Canada.

Better Reception

ACTION is to be taken soon in the international field to lessen interference from Mexican stations, and hope was expressed that an agreement would soon be forthcoming between Canada, the United States and Mexico on a better way of sharing the broadcast band.

The first meeting of the corporation took place at Ottawa, but meetings are to take place all over Canada, with the public as well as those in the broadcasting industry to be heard.

Advertising policy was not mentioned by the chairman, but close cooperation between newspapers and both public and private radio stations in the future was stressed. In the program line the best in Canadian, United States and British programs would be given Canadian listeners, Brockington stated.

He paid tribute to Hector Charlesworth and the Commission for their pioneering work in national broadcasting. The corporation, he hoped, would soon be able to add to that work by building high-power stations across Canada in order that an efficient and widespread service would become a reality.

Vice-chairman Rene Morin spoke in French following Brockington, and stated that the corporation's network would be operated in the national interest and not for profit.

Simultaneous with the taking over of the corporation, the technical work of the CBC was handed back to the government's radio branch, Department of Marine. The radio branch is now part of the Department of Transport, formed Nov. 2, including railways, canals, marine, radio, meteorological services and civil aviation. Comdr. C. P. Edwards, for many years director of radio, was promoted to chief of the air services, which includes radio, civil aviation and meteorological activity. W. A. Rush, general superintendent of radio, is now head of the radio branch and Donald Manson, chief inspector of radio, became assistant controller of radio.

Hector Charlesworth, former commission chairman, has been retained indefinitely in an advisory capacity by the new corporation. Vice-chairman C. A. Cheveau has gone back to his law practice in Quebec, and Col. W. A. Steel, the third member of the commission, has been retired on pension of $3,500 after 23 years in the civil service. Steel is a technical expert and is only 46 years old.

School for Radio Actors Is Advocated by Joachim

RADIO must conduct its own training school for actors, according to M. H. H. Joachim, conductor of *Your Unseen Friend* on CBS, Sundays, 5-5:30 p. m., since stage performers are unsuited for radio. The dramatist added that original plays should be written for the broadcast medium.

Actors must remember, he explained, "that in radio there is no time for the raising of an eyebrow or the flicking of an ash off the coat to produce an effect. There must be instantaneous reaction to the dialogue that has gone before, and that reaction must be audible. Give me a performer who has had no stage experience, and I can make of him or her a much better radio actor than any legitimate performer."

KNOCKOUT SCOOP
Too Much Enterprise Proves Boomerang to WMIN

INTO WMIN, St. Paul, during the Joe Louis-Joe Brescia fight recently, a telegraph ticker brought this message: "Flash . . . urgent . . . New York . . Joe Louis tonight knocked out. . . ." An excited bystander rushed the message to the announcer, who announced to listeners that "Joe Louis was knocked out."

A few minutes later the announcer received the rest of the message: ". . . Joe Brescia in 2 minutes and 12 seconds of third round in a fight here. Louis had everything his own way." The bystander was Edward Hoffman, owner of WMIN. Reading the first part of the message and eager to broadcast the news over his just recently opened station, he clipped it from the ticker and rushed to the announcer in the hope of beating other local stations to the flash.

Moon Glow Midwest Test

CAMPANA Corp., Batavia, Ill., as a sales agent for Moon Glow nail polish, is sponsoring *Moon Glow Melodies*, quarter-hour musical program featuring Wayne Van Dyne, romantic tenor, and Emily Lee, fashion commentator, 7:30-7:45 p. m. Friday, on WMAQ, Chicago, in a test campaign to promote the product by radio alone. If successful, the program will be extended over the network. Aubrey, Moore & Wallace Inc., Chicago, has the Campana account. Moon Glow Cosmetics Co., Los Angeles, producer of the polish, will expand its Don Lee-CBS program in December through Emil Brisacher and Associates, Los Angeles [BROADCASTING, Nov. 1].

ONE MORE station that has gone on a 24-hour daily schedule is WAAB, Boston key of the Colonial Network, which features request numbers from 1:30 to 7 a. m. and offers participating announcements at $7.50 each.

DISTINGUISHED CANADIANS — Keenly interested observers at the RCA-NBC television demonstration Nov. 8 were high officials of Canadian radio, who came to New York for the NBC Tenth Anniversary celebration. Standing, left to right: Maj. Gladstone Murray, newly appointed general manager of the Canadian Broadcasting Corp., until recently an official of the British Broadcasting Corp.; Comdr. C. P. Edwards, director of radio, Department of Transport, Ottawa; Dr. Augustin Frigon, assistant general manager, CBC. Seated, left to right: N. L. Nathanson, a CBC governor; Lenox R. Lohr, NBC president; Hon. C. D. Howe, Canadian Minister of Transport.

POWER INCREASES GIVEN TO LOCALS

INCREASES in power for a dozen stations, most of them daytime locals, were authorized by the FCC Broadcast Division at its meeting Nov. 10—the first since the presidential elections.

Sustaining Examiner P. W. Seward, the Division authorized WPRO, Providence, which joins CBS Jan. 1, to increase power from 250 to 500 watts at night, with 1,000 watts daytime on 630 kc. KRNT, Des Moines, in a decision sustaining Examiner George H. Hill, was authorized to increase power from 500 watts to 1,000 watts night, with 5,000 watts day on 1320 kc.

WBEN, Buffalo, was authorized to increase day power from 1,000 to 5,000 day with 1,000 watts at night, as was KSCJ, Sioux City, Ia. WTAD, Quincy, Ill., and WBCM, Bay City, Mich., were given day increases from 500 to 1,000 watts. KFVD, Los Angeles, was increased from 250 watts day and night, limited time, to 1,000 watts under the same conditions. WEAU, Eau Claire, Wis., was increased in day power from 250 watts to 1,000 watts. Other increases, from 100 watts to 250 watts day, included: WCAZ, Carthage, Ill.; KMAC, San Antonio; KGKB, Tyler, Tex. (also authorized to increase hours from unlimited day and specified hours at night to unlimited on 1500 kc.); KRNR, Roseburg, Ore.; WATL, Atlanta; KTSM, El Paso, Tex.

Geographic Honors Miller

THE distinction of addressing the National Geographic Society in Washington Nov. 20 falls to William Burke (Skeets) Miller, NBC night program manager, who in December, 1935, flew with Harold See, NBC engineer, on the *Philippine Clipper* in the pioneering flight from San Francisco to Manilla. Mr. Miller, who also has an article on "Flying the Pacific" in the December *Geographic*, will speak on his experiences. Formerly in the publicity department of NBC, later director of special events. Mr. Miller is a onetime winner of the Pulitzer prize in journalism while on the staff of the *Louisville Courier-Journal*.

D & M Plans Series

D & M FINANCE Co., Chicago, has contracted for 13 weeks of announcements, daily except Sunday, on KFRU, Columbia, Mo., and for 13 quarter-hour units of the weekly barn dance program on KTHS, Hot Springs, and is preparing plans for the use of a number of additional stations in a direct sales campaign for 25-piece sets of nickle-silverware at $3.95 a set. A similar campaign last year resulted in the sale of 25,000 sets to listeners. Agency is First United Broadcasters, Chicago.

XEOK, Tiajuana, Mex., was sold Nov. 1 to a Los Angeles business syndicate headed by L. R. Barbley, executive of the Packard Bell Radio Co., Los Angeles. The station will reopen some time in December with a new transmitter site and new technical equipment. A remote control line will be run to Ensenada. Business offices will be opened in Los Angeles.

Thanksgiving!

and the

NEW YORK STATE BROADCASTING SYSTEM

The richest state in the richest country in the World now has its own regional chain of radio stations.

For that, shrewd advertisers are giving thanks in the form of a constantly increasing series of sponsored programs.

They have discovered that they can now buy time on the air in this, the richest market in the World, at rates as low as those of a single high-powered station.

The radio stations comprising the New York State Broadcasting System include: WINS, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester and WBNY, Buffalo.

That, according to the State of New York, Executive Department, Division of State Planning, is the identical territory in which 84 percent of the state population—lives and does its buying.

It presents a golden opportunity for rich financial harvests—great cause for thanksgiving!

We can tell you more.

FOR RATES AND COMPLETE INFORMATION ADDRESS

The New York State Broadcasting System

114 EAST 58th STREET, NEW YORK • ELDORADO 5-6100

NATIONAL REPRESENTATIVE—HEARST RADIO—NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO

Transamerican Expanding Its Activity; Jack Warner Believed One of Principals

SPECULATION over the position of Transamerican Broadcasting & Television Corp. in the broadcasting industry has taken a new turn during the last month with the disclosure of plans of the organization to open Hollywood offices quartered at the studios of KFWB, Los Angeles station owned by Warner Bros., and with the resignation of Don Becker, WLW assistant general manager, presumably to join the venture.

While both Transamerican and Warner have denied that the motion picture corporation itself is backing the radio project, it was indicated that Jack Warner, one of the principals in Warner Bros., was the financial supporter of Transamerican. This has not been denied by Transamerican officials.

Simultaneously, it was learned that Transamerican, now representing a number of stations on both an exclusive and a non-exclusive basis, also is offering service to the stations on a wire basis. While the Transamerican plans are said not to encompass the formation of another network, it was revealed that the project involving use of wire facilities is that of providing "tailor-made" networks for advertisers. Opening of Hollywood studios presumably would mean that Transamerican would draw upon Warner motion picture talent as well as other Hollywood talent for use by advertisers.

Station Contracts

IN THE representation field, Transamerican, since its formation last July, has been representing stations on a 30% flat commission. It has taken care of agency billings, whereas in the ordinary case the station pays the representative 15% and the agency a 15% commission including in some cases a 2% cash discount.

Contracts offered stations for wire service guarantee to the station 50% of its rate card, with Transamerican absorbing line charges and agency and sales commissions. This corresponds somewhat to the Mutual Broadcasting System plan, whereby it pays station card rates minus sales commissions but with the station absorbing the line costs.

Whether Transamerican has made an arrangement with Warner motion picture interests for exclusive handling of talent has not been revealed. Such a trend is indicated by the Ford Motor Co. negotiations for an arrangement with Metro-Goldwyn-Mayer to pay the company approximately $25,000 a week for an hour's broadcast weekly from the coast involving exclusive radio appearances of the motion picture company's featured players.

Transamerican announced Oct. 26 [BROADCASTING Nov. 1] that William V. Ray, business manager of KFWB, would be in charge of its Hollywood offices. Mr. Ray is a well-known figure in the movie and radio colonies on the Coast.

When Transamerican was formed last summer, great mystery surrounded the purpose of the organization. Its charter is broadly drawn and would permit it to enter practically any branch of the broadcasting field. John L. Clark, former general manager of WLW, is the Transamerican president. Emanuel J. Rosenberg, former executive of the Society of European Stage Authors & Composers, is executive vice president. The staff of the organization, both in Chicago and in New York, has been enlarged greatly during the last few weeks. Among others, Transamerican is understood to represent on a non-exclusive basis, such stations as WLW, WCAU, WHAM, KFWB, WXYZ and WOL.

A. Mortimer Prall, son of the FCC Chairman, joined the company Sept. 28 as a sales executive in New York. It was learned Nov. 12, however, that he had resigned the post but would join another radio organization in New York in a sales capacity.

Adding credence to the report that Transamerican planned large scale operations from Hollywood was the recent resignation of Mr. Becker, from WLW, to join a "programming organization" in Hollywood. No further details have been announced by Transamerican or by Mr. Becker. His association with Transamerican, however, was regarded as likely because of his close relationship in the past with Mr. Clark. Mr. Becker, author of a number of network programs of wide popularity, is regarded as an outstanding production and continuity man.

Power of Radio

FOUGHT bitterly by the pro-New Deal *Knoxville Sentinel*, with which WNOX is affiliated through their Scripps-Howard ownership, Rep. J. Will Taylor (R-Tenn.) was irked by the frequent criticisms of his record voiced over that station during the recent campaign. So he bought an hour on WNOX to reply—and he minced few words in his retaliations to the newspaper and radio attacks. Result: He was re-elected, much to the chagrin of the local Scripps-Howard newspaper-radio chieftains.

Stations Merged

CONSOLIDATION of WHFC, WEHS and WKBI, Cicero, Ill. time-sharing stations, to be operated under the call letters WHFC with unlimited time, was approved Nov. 10 by the FCC Broadcast Division. The action granted the application of the three stations, which are under common ownership, to change time of operation from specified to unlimited, and resulted only in the combining of the call letters of the three stations. R. W. Hoffman is president and manager of the combined stations.

CALIFORNIA CHAIN STORES Association, through the Los Angeles office of Lord & Thomas, the last week of October and the first three days in November, rotated a series of 13 five-minute political talks to augment the broadcast which the group had been sponsoring for several months on Don-Lee-California network.

93%

RENEWED

PLANNED PROGRAMS

*LARGEST TAX-FREE RECORDED LIBRARY IN THE WORLD

Public Domain Library Service was conceived by Lang-Worth Feature Programs, Inc. and first introduced to the radio industry in August, 1935.

The first 30 station contracts signed last year (1935) expired October 1, 1936. Twenty-eight of these original contracts renewed for another 12 months—93%!

We doubt that any other library has ever approached such a record of renewals. We question that any other service can offer such proof of satisfaction.

Planned Programs are sold—not rented. The tax-free guarantee is backed by Lloyds of London. The programs are produced by the finest artists available—recorded by R. C. A. Victor.

* All selections in Planned Program Service are guaranteed tax-free in the United States. Most of them are tax-free throughout the world.

LANG-WORTH FEATURE PROGRAMS, Inc.

420 Madison Avenue New York

Australasia Representative . . J. B. Chandler & Co., Brisbane

KFPY

Spokane's Pioneer Station

Columbia's ONLY outlet in Eastern Washington

New transmitter—New location—

New 490-foot antenna—New listeners

The BEST radio buy in Washington

★ ★ ★

NBC = Red and Blue Programs

ONLY NBC station serving Western Montana.

ONLY station in Butte, Montana's richest and largest city.

These two stations don't sell just TIME or SPOTS.

These stations sell ADVERTISING RESULTS!

Eastern Representative
JOSEPH H. McGILLVRA

Western Representative
WALTER BIDDICK CO.

Stove and Utility Firms Start West Coast Series To Promote Appliances

SOUTHERN CALIFORNIA dealers (including manufacturers and wholesalers) in clock control gas ranges early in November started a cooperative radio series with four late afternoon half-hours on KFI and six evening half-hours on KHJ, Los Angeles, under the title *Carefree Minutes*. Frank K. Patterson & Associates, Los Angeles agency, is handling the test campaign.

Cooperating supply firms include Gaffers & Sattler, O'Keefe & Merritt Co., Tappan Stove Co., American Stove Co., George D. Roper Corp., Grayson Heat Control Ltd., Western Stove Co., Estate Stove Co., Hammer-Bray Co., James Graham Mfg. Co., and Cribben & Sexton Co. Utilities taking part are Los Angeles Gas & Electric Corp., the Southern California Gas Co. and the Southern Counties Gas Co. of California have all helped to finance the series over the air.

Paulist Plea for Junior Reallocation Back to Original Status by FCC Action

DENIAL OF the petition of the Paulist Fathers, New York, operating WLWL, for permission to withdraw without prejudice an application for a "junior reallocation" of broadcasting facilities, whereby it would procure full time, was voted Nov. 10 by the FCC Broadcast Division. In taking this action, the Division announced it was on the basis of a protest from the International Broadcasting Corp., operating WOV, New York, which opposed the petition as in violation of FCC rules.

WLWL last month asked the FCC to grant its petition to withdraw without prejudice two pending matters before it, and simultaneously filed a new application by which it proposed to procure full time in New York through deletion of WOV. This was the newest turn in the two-year effort of the Paulist station to procure full time operation with high power. Under the action the application for WOV's facilities will be returned to WLWL.

The action appears to open the way for FCC consideration of the sale of WOV by John Iraci to Arde Bulova, New York watch manufacturer and broadcaster, for $300,000. This application had been set for hearing by the FCC on Nov. 16 because of the application for WOV's facilities filed by Rev. Edward Warner Chromey of Brooklyn. On Oct. 20, however, the voluntary withdrawal of this application was announced. Subsequently the FCC cancelled the hearing and, as a consequence, it can act on the sale proposal without a hearing.

Under the original plan, WOV was to have been sold to the Paulists, which in turn, proposed to lease or sell WLWL, which then would become a full time station on the 1100 kc. channel, to CBS, with guaranteed time for religious broadcasts. The sale to Mr. Bulova, however, upset these plans, and when Mr. Bulova proposed to take over the entire transaction on the same basis as presumably had been arranged with CBS, the Paulists protested. The upshot was the application for the WOV facilities, rather than any purchase arrangement, and the request, judged as in violation of FCC regulations, for dismissal without prejudice of the original shift, involving numerous stations and five channels.

Under FCC regulations, by virtue of the refusal to dismiss without prejudice, the Paulists presumably will have to wait six months or a year before they can refile.

Grants Second Petition

AT THE same meeting, however, the FCC granted a second petition of WLWL to withdraw without prejudice its "petition for relief" filed Jan. 20 in which it sought to have the FCC terminate the experimental full time operation of WWL, New Orleans, and KWKH, Shreveport. By granting this petition, the way is opened whereby these two stations may acquire regular licenses for full time operation.

The petition which the FCC denied called for a "junior reallocation" whereby a number of stations would have been shifted so as to permit WLWL to operate full time on the 810 kc. channel duplicating with WWL. Although no applications were filed, modifications of this plan were worked out whereby WLWL would have taken over a full time assignment on 1100 kc. through the elimination of WOV as a New York station by the purchase arrangement.

By virtue of the Broadcast Division action, there now is pending before the FCC the original Paulist petition on which hearings were held for the "junior reallocation". No decision ever was rendered in that case and there were strong protests from practically all of the parties involved against the Paulist proposal.

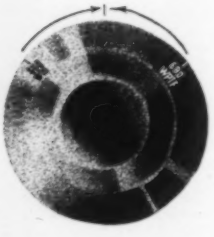
Another

CAROLINA COMBINATION

Crops & Coverage

TWO crops, cotton and tobacco, produce an annual income of over *$220,000,000.00* in the Carolinas. Two stations, WIS-WPTF, of the Carolina Combination, provide the least expensive means of reaching the people who spend this money. *Sold at one low competitive rate, these two 5000 watt NBC stations justify your FIRST consideration in the Carolinas.*

WIS
Columbia



WPTF
Raleigh

Represented by
Free, Johns & Field, Inc.

ABC Names New Rep

FOLLOWING the resignation of David F. Crosier as Eastern sales manager of the Affiliated Broadcasting Co., the midwestern regional network has appointed Weston, Frykman & Allen as its sales representative in both New York and Chicago. Since Sept. 15, when George Roesler resigned as national sales manager, the network's sales have been handled by Clarence Leich, who succeeded Samuel Insull as general manager. Bert Green and Jim Acuff, who was at one time associated with Mr. Leich at WGBF, Evansville, Ind., are remaining with the network in a special sales capacity.

Phillips Back on Net

PHILLIPS PETROLEUM Co., Bartlesville, Okla. on Nov. 10 began a new series of musical programs titled *Phillips Polly Follies* on 21 CBS stations, Tuesdays, 10:30-11 p. m. The program is confined to the Midwest and is keyed from KMOX, St. Louis. This program marks Phillips return to the networks after using spot programs for the last three years. Lambert & Feasley Inc., New York, is agency.

UNIQUE FACILITIES AVAILABLE IN DETROIT ONLY THROUGH

WWJ

AMERICA'S OLDEST BROADCASTING STATION

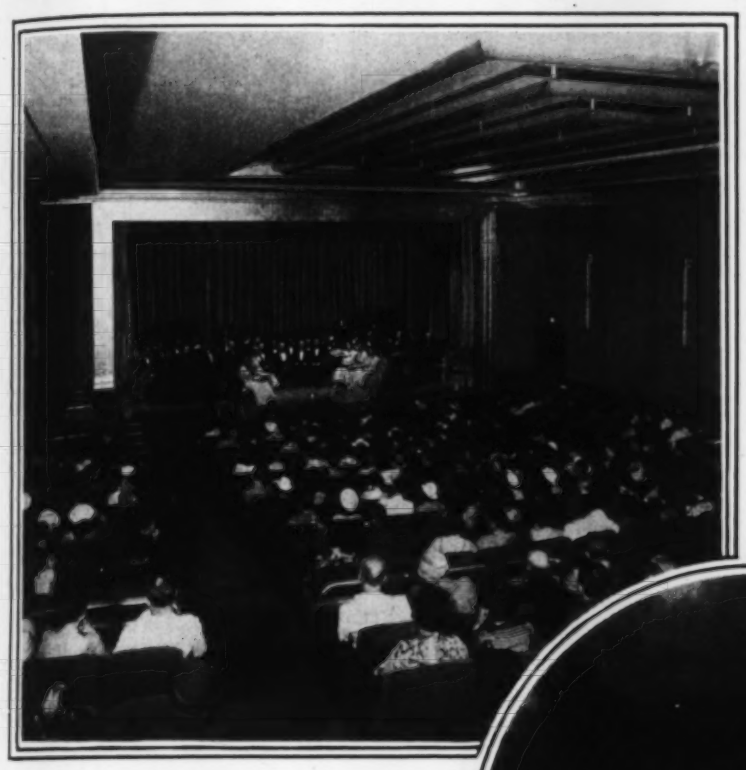
Original Midwest Member
NBC BASIC RED NETWORK

Representatives:

NEW YORK
HARRY BETTERIDGE
247 West 43rd St.

•

CHICAGO
GEO. P. HOLLINGBERRY CO
307 N. Michigan Ave.



Auditorium Studio of WWJ—The Detroit News

A radio broadcasting station in the air, the most modern studio building west of New York, a mobile unit with two way and pack radios, a finely appointed auditorium for visible audiences — all these facilities are available to WWJ customers for originating either unique programs or conventional programs whether musical or dramatic. WWJ invites an analysis of its special facilities and ability to serve your broadcasting needs.

Detroit News Airplane— The Early Bird

Detroit—America's 4th Market

The Detroit industrial employment index, automobile production, and current retail business top all years since 1929. Detroit's recovery from the depression has been phenomenal, due to the demand for automobiles which has far exceeded the expectations of the automotive industry's own leaders. Detroit has led the Nation in recovery.

The Detroit Trading Area covered by WWJ contains 53 incorporated cities and towns and the primary WWJ area blankets the entire rich Detroit retail trading territory containing 2,314,632 people.

W8XWJ
ULTRA HIGH FREQUENCY
STATION—31600 KC.

Mobile Unit No. 1, equipped with two-way radios and pack sets

YOU MUST HAVE WWJ TO COVER AMERICA'S 4th MARKET

FOR TWO-FISTED COVERAGE

in the RHODE ISLAND MARKET AREA *select*

WPRO

Cherry & Webb
BROADCASTING COMPANY
Providence, R. I.

•

A BASIC
COLUMBIA STATION
JANUARY 1, 1937
Now a Mutual and Inter-City Affiliate

•

FREQUENCY 630 KILOCYCLES

Make WPRO your two-fisted, live-wire salesman for covering this densely populated, rich, responsive market of over a million buyers of every kind and grade of merchandise and service. A few very choice availabilities are still open.

Station WPRO Representatives
PAUL H. RAYMER CO.
New York . Chicago . San Francisco

WPRO
PROVIDENCE, RHODE ISLAND

CHICAGO RETURNS TO CENTRAL TIME

ANOTHER session of unscrambling station schedules and rearranging local and national programs is in store for Chicago's network outlets, following action of the city council, which on Nov. 5 rescinded its ruling of last spring placing Chicago on EST the year around and returned the city to its previous time status, CST, during the winter and daylight saving time for five months in the summer. The new ordinance was in response to a two-to-one vote of the Chicago electorate to return to the old time system, culminating a vigorous year-long battle in which WLS was a leading opponent of New York time for Chicago. Ruling goes into effect Nov. 15, having been delayed a week in order to give radio stations and railroads time to adjust their schedules.

Despite the present inconvenience most network station executives are heartily in accord with the ruling as it keeps them an hour behind New York all year and makes the semi-annual time change less difficult. With network shows ending an hour earlier local stations also will have an hour more evening time for sale locally. Chief loser by the change is WAAF, which signs off at local sunset and thus loses an hour a day of operating time.

FCC Refuses to Reopen Knox Petition to Start Station in Schenectady

EFFORTS OF the Knox Broadcasting Co. to reopen its case for a new station in Schenectady, which involved the so-called "Willard Hotel" incident, proved futile when the FCC Broadcast Division on Nov. 10 denied the petition seeking to have it waive its regulations and reconsider the case. Time for the filing of an application for reconsideration has expired and as a consequence the applicant under ordinary circumstances must wait one year under the FCC rule before it can apply for the same facilities. [BROADCASTING, Nov. 1].

The application is for a new 1,000-watt station on the 1240 kc. channel with unlimited time. The same facilities have been sought by WNBF, Binghamton, N. Y. local, which asked for a change in assignment. The FCC, however, denied both applications after the sensational developments of early this year which included a Department of Justice investigation of an alleged conversation in the Willard Hotel in which claims purportedly were made of "passing money" to get facilities. The whole incident later was said by the Department of Justice to be based on irresponsible "drunken conversation".

A third application for the same facilities was filed in October by a new company, Citizens Broadcasting Corp., also seeking a station in Schenectady. The principals are DeWitt C. Mower, Schenectady real estate operator; E. J. Rosenberg of New York, vice-president and general manager of Transamerican Broadcasting & Television Corp., and John L. Clark, New York, president of Transamerican. This application presumably will be set for hearing, although no action was taken on it at the Nov. 10 meeting.

Mutually Operated Foreign Language Stations Proposed

Would Solve Educational and Religious Issue, Says Hart

Fred J. Hart

SOLUTION of the foreign language, religious and educational broadcasting problems of stations in a given area through operation of a co-operatively-owned station, is proposed by Fred J. Hart, president and general manager of KGMB, Honolulu and KHBC, Hilo.

Advancing the plan as a possible solution of the situation existing in the Islands, Mr. Hart proposed that the stations now on the island, despite their competitive operation, form a new corporation which would buy some existing station or establish a new one. The corporation would be owned jointly by the cooperating stations, which would broadcast over it all of the foreign language, religious and educational programs of that area, except outstanding ones of national or regional importance.

A Practical Solution

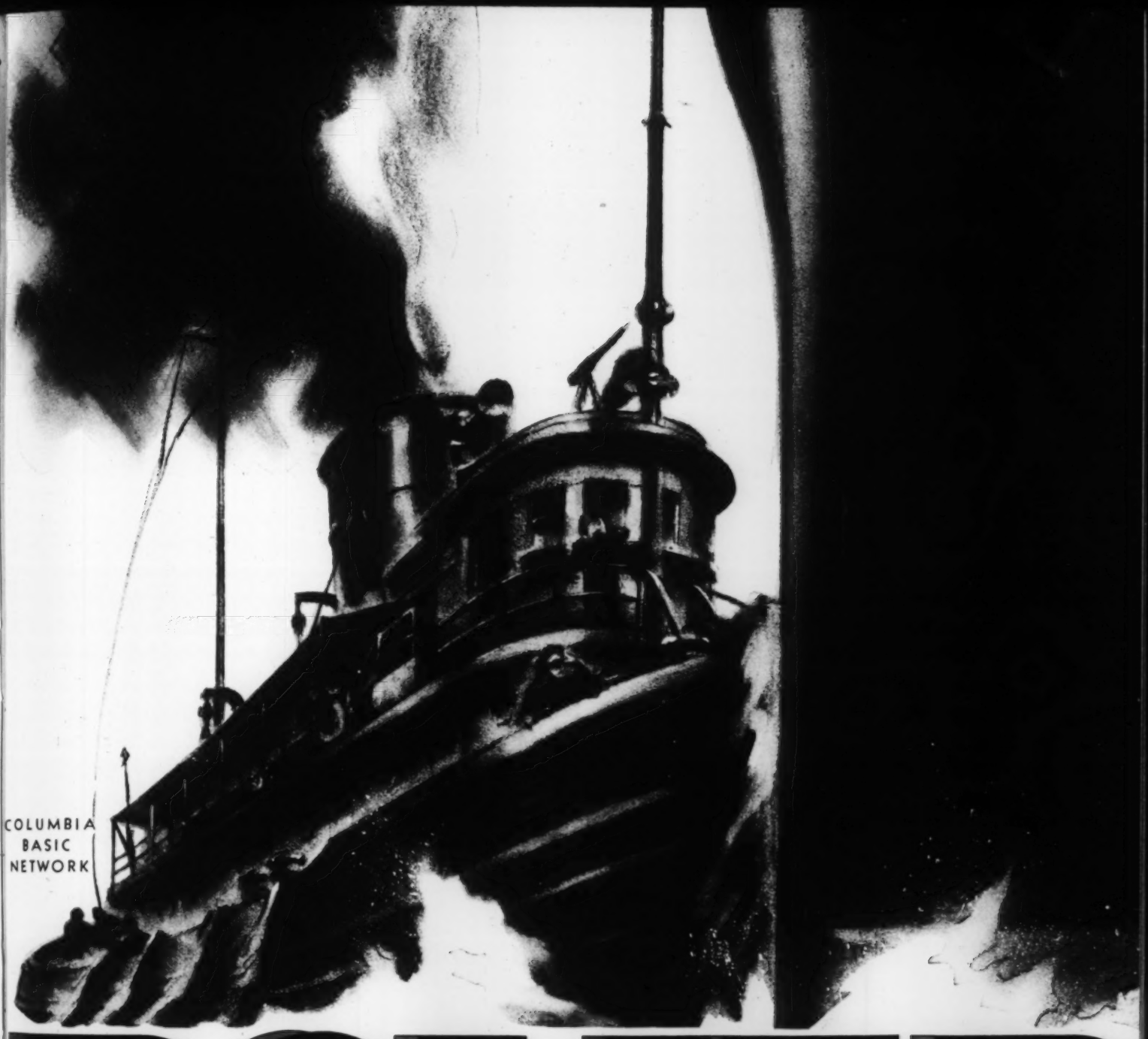
IN THE Islands, both KGMB and KGU, competitive stations in Honolulu, have separate applications pending for new stations, primarily for foreign language broadcasts. On Nov. 10 a hearing on these applications was held before an FCC examiner in Washington. Declaring that he was hopeful that both of the applications would be granted, he said nevertheless that Hawaii would be an excellent place to demonstrate whether such stations are a practical solution of the problems.

"People who are interested in foreign language, religious or educational programs would tune to the station broadcasting them," said Mr. Hart. "The present system is unfair to both the listener and the station as those not interested in such programs will usually turn off the station, thus causing loss of circulation which in turn leaves dead-spots from a revenue producing standpoint."

Declaring he believed such a station could be operated successfully from the financial standpoint, Mr. Hart added, however, that even though it could not, those contributing to any deficit would be money ahead because their individual stations would have a more regular circulation throughout the day and evening periods.

FTC Issues Citation

THE Federal Trade Commission has issued a complaint against Dr. W. B. Caldwell Inc., Monticello, Ill., for claiming that its Syrup Pepsin "is a doctor's prescription, that physicians and hospitals prefer a liquid laxative, that it is not habit forming but will correct the laxative habit caused by taking other laxatives and that it restores and maintains health by regulating the system and maintaining it in normal working condition."



POWER

WJR

50,000

WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

XUM

IMPOSSIBLE

it couldn't happen—

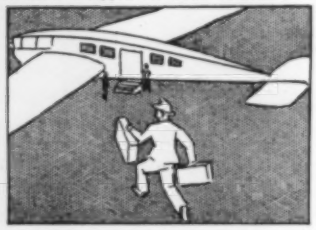
BUT IT DID . . .

THE MANAGER OF A LARGE MID-WESTERN STATION WAS IN A JAM.

IN SPITE OF A practically foolproof system of checking the program schedule, two commercial programs had been booked for the same time that night — one from Chicago on his regional group—another from New York on the national network. Two programs booked for 9:00 to 9:15 and nothing but a local fill-in in the period following. If one of them could only be shifted—delayed somehow for 15 minutes. Suddenly he had an idea—and—

A Few Minutes Later our Switchboard Buzzed in New York.

Could we get a recording outfit aboard the 1:30 plane from Newark Airport? We could. We might be able to do even better. We burned the wires across two states —caught up with our salesman— told him to catch the nearest plane. He finished recording the Chicago program at 9:14.55, it went on the air at 9:15.20 — 25 seconds later.



SITUATIONS LIKE THIS NEVER BOTHER US.

We will do the same thing for your station any day. But why not be prepared for these emergencies?

Advertising activity is leaping upward with radio in the lead. It is only a question of time before you will be turning down profitable business because it cannot be fitted into your schedule. Instantaneous recording allows you to shift programs—gives unlimited flexibility to your schedule.

Maybe you wonder whether Presto recordings meet your standards for transmission quality — whether the reproduction will satisfy your advertisers.

We simply say—

ASK the best informed engineers in the business what they think of Presto recordings.

ASK the largest recording laboratories why they have stopped cutting transcriptions on wax, why they are using Presto Green Seal discs instead.

THEN ASK US to quote you on an installation for your station. Write today for our FREE BOOKLET telling how broadcasting stations are making money with instantaneous recordings.

Photo Courtesy National Broadcasting Company

PRESTO
RECORDING CORPORATION
147 West 19th St. New York, N. Y.

WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS RECORDING EQUIPMENT.

EXPORT DIVISION
(Except Australia and Canada)
M. Simons and Sons, Inc.
25 Warren St., New York City
Cables: Simontrice, N. Y.

4,500,000 BARNS Given Away in Five Days by Miles Laboratories

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), told listeners to its National Barn Dance program on Oct. 24 and to its Uncle Ezra broadcasts on Oct. 26 and 28 to go to their drug stores and buy 30 cents' worth of anything ("we would like to have you buy Alka Seltzer, but you don't have to," the announcer said) and ask the druggist for an Alka-Seltzer stage set, a cutout cardboard which could be made into a hayloft stage with characters from the barn dance programs. In five days the sponsor had distributed 4,500,000 stage sets to druggists, and through them to the public.

Idea, which was planned as a goodwill builder in the drug trade, was the result of a stage set window display placed in 30,000 drug stores last year, which defeated its purpose by being so attractive that after a couple of days the druggists removed them from windows to take home for the children. So many requests for additional displays were received from druggists and from the public that the sponsor decided to use a smaller version for a give-away. Alka Seltzer advertising is handled by Wade Advertising Agency, Chicago.

Cook Tours Returns

THOMAS COOK & SON-WAGON LITS Inc., New York (travel agency) will return to the air Dec. 6 for a 13-week series on CBS, featuring *Malcolm LaPrade* and organ accompaniment, Sundays, 2:45-3 p. m. The travel agency always starts its radio campaigns just before the Christmas holidays. Last season the program was on NBC. L. D. Wertheimer Adv. Inc., New York, placed the account.

Alleghany Steel on NBC

ALLEGHANY STEEL Co., Brackenridge, Pa. (stainless steel) will start its first network program Nov. 27, on 18 NBC-Blue network stations, Fridays, 7:15-7:30 p. m. *Stainless Show* will be the title of the program, with Ford Bond as master of ceremonies, Mario Cozzi, baritone, and a 10-piece ensemble. Heretofore the sponsor has used WBS transcriptions. Walker & Downing, Pittsburgh, placed the account.

Kennett Succeeds Becker

APPOINTMENT of Bob Kennett, production manager of WLW, as program director, along with his production activities, was announced Nov. 9 by Lewis M. Crosley, WLW general manager. He succeeds Don Becker, who recently resigned to engage in independent radio production. Simultaneously, J. E. Krautters was placed in charge of continuity with William Stoess as head of the music department.

WALTER PRESTON, who recently resigned as national sales manager of WIND, Chicago, has joined the Chicago staff of Hearst Radio Inc. He will concentrate on the sale of the New York State Broadcasting System and WINS, its New York key.

Chicago Baseball Teams To Add Talent Charges For Broadcasts in 1937

SPONSORS of Chicago baseball broadcasts will have to up their ante next year to include a charge for talent as well as for time, owners of the Cubs and White Sox having decided that if the activities of their players can increase the incomes of stations and advertisers they, too, are entitled to a cut.

This is a direct reversal of former policies, as clubs have previously welcomed any station that wished to broadcast their games either as a commercial or sustaining program, figuring that the broadcasts were good advertising for the clubs among out-of-towners who would become fans through listening and when in the city would be sure to attend the games. Radio has been credited with turning many housewives who before radio knew little or nothing about the national game into rabid fans.

Executives of both clubs refused to make any definite statements regarding the amount of the broadcasting charges, saying that the matter would undoubtedly come up for discussion both at the major league meetings to be held in New York in December and at the general meeting of the clubs with Commissioner Landis following the league sessions. Rumors that the complaints of minor league teams that fans in their cities were staying at home listening to big league game broadcasts instead of turning out to watch their local teams play would cause a general ban on baseball broadcasting or a limitation of these broadcasts are prevalent, but club managements and the Landis office refused to discuss the question, repeating that when a decision has been reached an official statement will be issued.

Play-by-play descriptions of the home games of the Cubs and White Sox, whose schedules are so arranged that one team plays at home while the other is on the road, were broadcast during the 1936 season by WCFL, for the Texas Co. (Texaco gas and oil); WBBM, for General Mills (Wheaties); WGN, for Walgreen Co. (drug chain); WIND, Gary, for Phillips Petroleum Co. (Phillips 66 gas and oil); and the ABC regional network for Campana Corp. (Italian Balm). WIND also broadcast a 60-minute dramatization of the Cub game each evening under the sponsorship of the Cub team.

FCC Suspends Grant

SUSPENSION of the grant for a new regional station to the St. Louis Star-Times Publishing Co. was ordered Nov. 10 by the FCC until determination by the U. S. Court of Appeals for the District of Columbia of the Appeals filed by KSD and WIL, both of St. Louis, which protested the action. Stay orders were issued by the Court Oct. 24, restraining the FCC from making its decision in favor of the newspaper effective during the pendency of the litigation. Over the competitive application of WIL, a local in St. Louis, the Broadcast Division granted the *Star-Times* application for a new 1,000-watt full time station to operate on the 1250 kc. channel.

How to Sell a President

With Some Minor Notes on the Fine Art of Political Salesmanship and Certain Addenda for the Makers of Things to Buy

Politicians, being canny people, have a very definite ability for determining the shortest distance between two points. WOR's total time sold to both major parties during the recent election points to this with a rather deliberate emphasis. Political expenditures for the 1936 presidential campaign on WOR amounted to $51,906.49. Compared with the total time bought on WOR during 1932, this is an increase of $17,906.49, or 52.6%. Good going! Breaking this down further for the benefit of those readers more statistically inclined, we learn that the total political time sold by WOR in hours amounted to 45¼. Of this, pro-Roosevelt salesmen bought 21¼; pro-Landon salesmen, 16¾; while "all others" bought 7¼. May we add that the majority of the 35 million listening ears, in the area which WOR serves who voted for the two major candidates, are very eager to hop aboard their bicycles and ride to the counters where you have things to sell . . . that is, we mean, when you advertise to them over WOR.

Canadian License Taxes Show 800,000 Listeners

NEARLY half of the residents of Canada are now believed to be radio listeners, according to Canadian Department of Trade and Commerce, which bases its estimate on nearly 800,000 radio licenses sold during the first six months of the present fiscal year which started April 1. Based on last year's figures for the first six months, 627,000, and the total for the year, 862,000, the department believes 1,000,000 licenses at $2 will be sold this fiscal year. With five members to a family at least 5,000,000 listen—half of Canada's entire population.

Other factors which point to a growing Canadian listening public, the department points out, are the sale of 190,000 receivers last year, as well as the fact that free licenses to the blind have jumped 400 during the first six months to a total of 2,314. There were 589 free licenses in 1930.

Father Coughlin's Retirement Removes Colorful Radio Personality From Air

ANNOUNCEMENT Nov. 7 by Father Charles E. Coughlin, militant "radio priest", that he is withdrawing from all radio activity, removes from the wavelengths one of the most provocative figures in public life. More unrest among broadcasters and more recriminations against stations have resulted from his broadcasts during the last five years over independent networks than in the case of perhaps any other individual regularly using radio.

In his farewell address over a special network tied into MBS, Father Coughlin declared that the Presidential election "thoroughly discredited" his National Union for Social Justice, which had opposed reelection of President Roosevelt. The Union, he declared, is not dead but "merely sleeps". The policy of the Union, he added, would be one of "silence" toward the New Deal, and as a consequence, he will cease his broadcasts.

Father Coughlin brought out that his withdrawal from radio fulfills his promise of last summer, when, at the Cleveland convention of the Union party, he endorsed the candidacy of William Lemke for the presidency. At that time he said that if Lemke failed to poll 9,000,000 votes he would abandon his radio crusade, paid for by contributions to the Union.

Rapid Rise to Fame

"OF THE millions of members of the National Union who pledged to support its endorsed candidates because they pledged to support our principles," he said, "I regret to announce that less than 10% of the National Union members lived up to their promises."

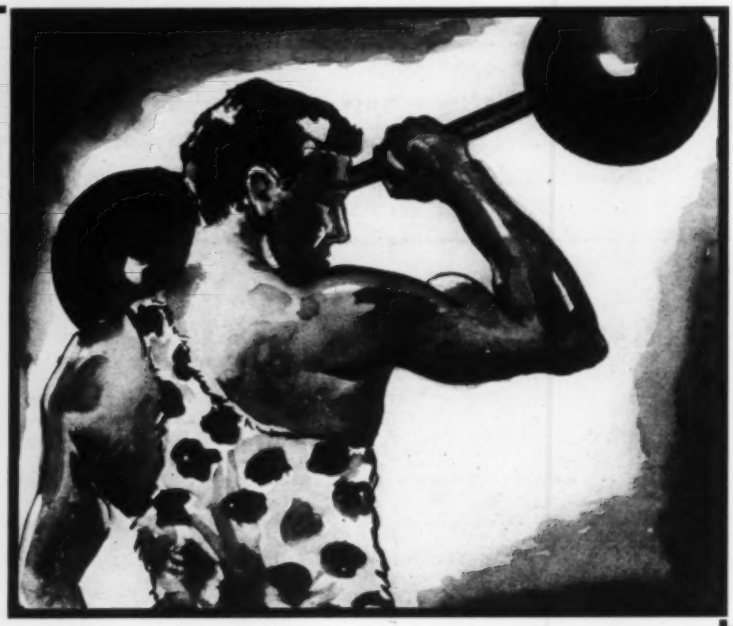
Father Coughlin's inflammatory utterances, particularly during the campaign just ended, had repercussions even in Rome. He denied, however, that his decision to forsake radio entirely had any connection whatever with the Vatican, or that his superiors had ordered it. Several times during the last few months he has apologized to President Roosevelt for his attacks on the air. It was never publicly announced whether the Vatican took any part in these apologies. It was reported that Cardinal Pacelli, Secretary of State of the Holy See, who sailed for Italy Nov. 6 after a month's sojourn in this country, had as one of his missions discouragement of Father Coughlin's political activities.

An inconspicuous figure in the Catholic realm when he was assigned to the parish at Royal Oak, Mich., in 1925, after having been educated in Canada, Father Coughlin first resorted to the use of radio in Detroit. He had a parish of only about two dozen at that time. His gift of oratory served him well and he soon built up a large following and received many contributions. In 1929, when his fame had spread, stations in Chicago, Cincinnati and other points began to pick up his broadcasts, keyed through WJR, Detroit. Then the following year, CBS gave him a national network on Sundays and his fame became nationwide.

In 1931, CBS altered its policy governing religious broadcasts, leaving the selection to representative ecclesiastical groups. It barred solicitation of funds. Then Father Coughlin organized his own networks for use Sundays during nine months of the year, keying the broadcasts from WJR, and using some 25 to 30 stations in major cities. His following reached astounding proportions. In 1935, to supplant his wooden church, he built a huge auditorium costing approximately $750,000 with funds contributed by listeners.

Throughout this period, Father Coughlin's chief radio advisor was Leo J. Fitzpatrick, vice president and general manager of WJR, Detroit. Another advisor has been Alfred J. McCosker, president of WOR, and chairman of MBS. During the last two years the MBS stations have been used as the nucleus of the Coughlin network, with added stations.

Throughout his commercial broadcasting, Father Coughlin has paid regular station rates, and where necessary, the line charges. E. W. Hellwig Co. Inc., and Albert M. Ross, New York agencies, have placed the business.



The Leopard Skin puts him across

TO THE POWER of the giant from the tall timber, the shrewd circus man adds a leopard skin and a bit of bally-hoo—and lo—you have a strong man who stops the crowd. But remember the power was there all the time. It took showmanship to bring out its full possibilities.

WHICH EXPLAINS why WSM scores hit after hit for advertisers. To the power of 50,000 watts, this station adds a unique conception of showmanship. And these two principles, without both of which no campaign can hope to succeed, deliver to WSM advertisers, not potential coverage, but a huge live audience of alert people in the very heart of the nation's fastest growing section.

50,000 WATTS

WSM

SHOWMANSHIP AND POWER

NASHVILLE, TENNESSEE

***Owned and Operated by* The National Life and Accident Insurance Company, Inc.**

National Representatives, Edward Petry & Co. Inc.

Muller Chicory Tests

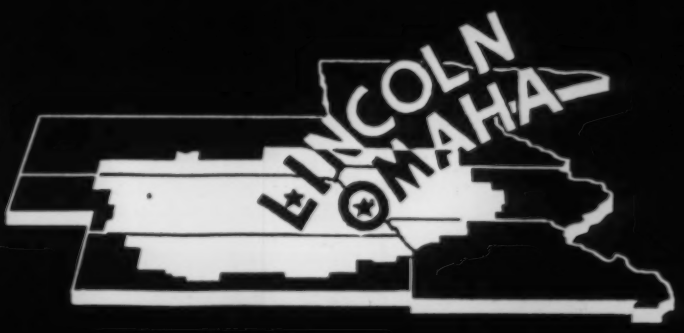
E. B. MULLER & Co., Port Huron, Mich. (chicory) is testing radio with a series of announcements on WGAR, Cleveland, and is considering expansion on a nationwide basis. The test campaign includes an offer of a sample of chicory, a product popular a generation or two ago and now staging a comeback. Charles A. Mason Adv. Agency, Detroit, is agency.

Mail Order Campaign

CHICAGO MAIL ORDER Co., Chicago, is using a transcribed program, *Parade of Values*, three evenings weekly during November on KDKA, WGY, WROK, WGN, WOWO, WHKC, WIBA, KSTP, WMT, KRNT. Agency is Matteson-Fogarty-Jordan Co., Chicago.

RADIO LEADERSHIP IN NEBRASKA!

KFAB



First in Nebraska

- **KFAB** is the most powerful radio station in Nebraska with twice the power of any other station.
- **KFAB** has the largest radio primary coverage in Nebraska—a potential audience in 6 states of 3,170,344.
- **KFAB** has the largest radio production staff in Nebraska —the only Mobile Broadcasting Unit in the state.
- **KFAB** is a basic station of the Columbia Broadcasting System—the only CBS station in the Nebraska area.

No national or local advertising campaign for Nebraska can be complete without KFAB

KFAB

"NEBRASKA'S MOST POWERFUL STATION"

Central States Broadcasting System

Also owners of KOIL and KFOR

Free, Johns and Field, *National Representative*

WORL

ATLANTA CH

WORLD PROGRAM SERVICE SUBSCRIBERS

WAPI	Birmingham, Ala.	WMBR	Jacksonville, Fla.	WTAX	Springfield, Ill.	KMLB	Monroe, La.	KWK	St. Louis, Mo.	KLPM	
KOY	Phoenix, Ariz.	WQAM	Miami, Fla.	WTRC	Elkhart, Ind.	WFBR	Baltimore, Md.	KGBX-KWTO	Springfield, Mo.	WJW	
KELD	El Dorado, Ark.	WDBO	Orlando, Fla.	WGBF	Evansville, Ind.	WTBO	Cumberland, Md.	KFBB	Great Falls, Mont.	WCKY	
KUOA	Fayetteville, Ark.	WCOA	Pensacola, Fla.	WLBC	Muncie, Ind.	WFMD	Frederick, Md.	KFAB	Lincoln, Nebr.	WHK	
KFPW	Ft. Smith, Ark.	WSUN	St. Petersburg, Fla.	WMT	Cedar Rapids, Ia.	WEEI	Boston, Mass.	KOIL	Omaha, Nebr.	WHKC	
W6XAI	Bakersfield, Cal.	WTAL	Tallahassee, Fla.	WOC	Davenport, Ia.	WCOP	Boston, Mass.	KGGM	Albuquerque, N. Mex.	WSPD	
KLX	Oakland, Cal.	WJNO	West Palm Beach, Fla.	WHO	Des Moines, Ia.	WTAG	Worcester, Mass.	KIUJ	Santa Fe, N. Mex.	WKBN	
KIEM	Eureka, Cal.	WLAK	Lakeland, Fla.	WKBB	Dubuque, Ia.	WCSH	Portland, Me.	WOKO	Albany, N. Y.	KADA	
KNX	Los Angeles, Cal.	WTFI	Athens, Ga.	KFBI	Abilene, Kans.	WHDF	Calumet, Mich.	WGR-WKBW	Buffalo, N. Y.	KVBO	
KVOR	Colorado Springs, Colo.	WGST	Atlanta, Ga.	KGGF	Coffeyville, Kans.	WJR	Detroit, Mich.	WOR	New York City (Newark)	KCBC	
KFEL-KVOD	Denver, Colo.	WRDW	Augusta, Ga.	KWBG	Hutchinson, Kans.	CKLW	Detroit, Mich. (Windsor)	W2XR	New York City	KVOO	
KGHF	Pueblo, Colo.	WMAZ	Macon, Ga.	KIUL	Garden City, Kans.	KROC	Rochester, Minn.	WHDL	Olean, N. Y.	KBIX	
KFKA	Greeley, Colo.	KIDO	Boise, Idaho	WIBW	Topeka, Kans.	KSTP	St. Paul, Minn.	WMFF	Plattsburg, N. Y.	KFJI	
WTIC	Hartford, Conn.	KID	Idaho Falls, Idaho	WLAP	Lexington, Ky.	WEBC	Duluth, Minn.	WHAM	Rochester, N. Y.	KOIN	
WELI	New Haven, Conn.	KRLC	Lewiston, Idaho	WJBO	Baton Rouge, La.	WQBC	Vicksburg, Miss.	WFBL	Syracuse, N. Y.	WCBA	
WJSV	Washington, D. C.	WGN	Chicago, Ill.	WDSU	New Orleans, La.	WAML	Laurel, Miss.	WBIG	Greensboro, N. C.	WLEU	
WRUF	Gainesville, Fla.	WJBL	Decatur, Ill.	KRMD	Shreveport, La.	KMBC	Kansas City, Mo.	WSJS	Winston-Salem, N. C.	WKBO	

ADERSHIP

tested by Time and Competition

Since March 1, 1934, WORLD PROGRAM SERVICE has provided leading radio stations with the best—and only the best in recorded music. Week after week, month after month, new selections of recorded entertainment and up-to-the-minute continuities have gone out to WBS stations—effective, economical material with which to build programs for local sponsors.

Now in its 142nd week of service, World's original transcription Library has proved itself on scores of stations. WORLD PROGRAM SERVICE has shown the qualities of salesmanship which, in any business, mark the true leader. It has stood the tests of time, of competition, of commercial usage. And it is now helping build larger audiences and greater income for radio stations throughout the world. Above all, it is contributing its share toward the tremendous increase in transcription advertising volume, consistently reflected in NAB Reports.

•

WORLD PROGRAM SERVICE is the original and only complete transcription Library, with these important features: Wide Range Vertical recording; Western Electric "matched quality" reproduction; eighteen hours per week of smart, salable continuities; 1,700 separate selections of the world's finest music, with 48 new releases monthly; Up-to-the-Minute Entertainment from Transcription Headquarters.

RLD BROADCASTING SYSTEM

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WBS

KLPM	Minot, N. D.	WCAU	Philadelphia, Penna.	KTSM	El Paso, Texas	KUJ	Walla Walla, Wash.	CKWX	Vancouver, B. C.
WJW	Akron, Ohio	WIP	Philadelphia, Penna.	KXYZ	Houston, Texas	KPQ	Wenatchee, Wash.	CJRC	Winnipeg, Manitoba
WCKY	Cincinnati, Ohio	WEEU	Reading, Penna.	KRLH	Midland, Texas	KIT	Yakima, Wash.	CKCW	Moncton, New Brunswick
WHK	Cleveland, Ohio	WGBI	Scranton, Penna.	WOAI	San Antonio, Texas	WHIS	Bluefield, W. Va.	CHSJ	St. Johns, New Brunswick
WHEC	Columbus, Ohio	WJAR	Providence, R. I.	KGKO	Wichita Falls, Texas	WHBY	Green Bay, Wisc.	CHNS	Halifax, N. S.
WSPD	Toledo, Ohio	WCSC	Charleston, S. C.	KCMC	Texarkana, Texas	WKBH	La Crosse, Wisc.	CKAC	Montreal, P. Q.
WKBN	Youngstown, Ohio	WIS	Columbia, S. C.	KDYL	Salt Lake City, Utah	WIBA	Madison, Wisc.	CKCV	Quebec, P. Q.
KADA	Ada, Okla.	KABR	Aberdeen, S. D.	WNBX	Springfield, Vermont	WOMT	Manitowoc, Wisc.	CJRM	Regina, Sask.
KVSO	Ardmore, Okla.	WOPI	Bristol, Tenn.	WSVA	Harrisonburg, Va.	KWYO	Sheridan, Wyoming		
KCRC	Enid, Okla.	WDOD	Chattanooga, Tenn.	WRVA	Richmond, Va.	KDFN	Casper, Wyoming		FOREIGN
KVOO	Tulsa, Okla.	WREC	Memphis, Tenn.	WDBJ	Roanoke, Va.	KGMB	Honolulu, T. H.		
KHIX	Muskogee, Okla.	WLAC	Nashville, Tenn.	KXRO	Aberdeen, Wash.			2 GB	Sidney, Australia
KFJI	Klamath Falls, Ore.	KGNC	Amarillo, Texas	KVOS	Bellingham, Wash.		CANADA	5 DN	Adelaide, Australia
KOIN	Portland, Ore.	KFDM	Beaumont, Texas	KGY	Olympia, Wash.			3 KZ	Melbourne, Australia
WCBA	Allentown, Penna.	KGFI	Corpus Christi, Texas	KOL	Seattle, Wash.	CFAC	Calgary, Alberta	RADIO	TOULOUSE—Paris, France
WLEU	Erie, Penna.	WBAP	Ft. Worth, Texas	KMO	Tacoma, Wash.	CJCA	Edmonton, Alberta	XEW	Mexico City, D. F.
WKBO	Harrisburg, Penna.					CJAT	Trail, British Columbia	1 ZB	Aukland, N. Z.

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Radio and Roosevelt

PERPETUATION of the Roosevelt administration means continuance in office of an administration entirely friendly to radio.

The President himself has repeatedly asserted his abiding faith in the American system during the last four years. He has many times demonstrated his friendship, inspired largely by the non-partisan policies almost universally observed by radio in the face of a preponderently hostile press. His own use of radio, his mastery of the microphone, have been indicative of the regard in which he holds radio as a medium for reaching the people.

Looking back over the last six months of political campaigning, we find some criticism heaped upon radio. But practically every complaint was political in nature. The occasional recriminations were not of the lingering kind; already most of them have faded away. Radio, we believe, acquitted itself admirably.

The last four years have been rather hectic from the radio regulatory standpoint. But by the same token they have been most constructive. Talk of imminent government operation of radio was rather strong at the outset of the Roosevelt administration. Now it is practicably inaudible. Radio by the American plan is taken for granted, except perhaps by the outer fringe of die-hard pedagogues and by a scattering few of the so-called hangover "brain trust" element.

Thus, the second tenure of the Roosevelt administration, about to start, appears to bode well for radio. Congress will be even more heavily Democratic than its predecessor. Practically all of the old faces in both House and Senate who were in any way associated with radio will return. The two exceptions are the late Senator Couzens, of Michigan, and Rep. Monoghan, the Montana Democrat who, it will be recalled, championed a government ownership bill at the last session. The latter lost out in the primaries in his state several months ago when he unsuccessfully sought the Democratic nomination for the Senate.

We are not unmindful of the fact that there is yet much to be desired from the radio regulatory standpoint. There has been talk of a Congressional investigation of the FCC. While we doubt whether it will develop at the oncoming session, we feel such an inquiry should be welcomed.

It is to be expected that the FCC will remain intact. There has been no inkling of changes on the FCC itself. Only one term expires during the ensuing year—that of Telegraph Commissioner Irvin Stewart next July.

One thing fervently to be desired is elimination of politics on the FCC and of political factors in the consideration of applications. A bad precedent was established for the FCC by the old Radio Commission.

The FCC would do well in starting the term of the administration by consigning everything political to the ashcan and by asserting itself in the same fashion as has the Interstate Commerce Commission. If housecleaning is necessary in subordinate ranks, it should be done. Only by such a new start can it redeem itself.

The Corner Reached

IT HAS been aptly said that radio has crowded a century of progress into the ten years of achievement that NBC and its parent company so brilliantly commemorated during the last two weeks. NBC's record of the last decade practically reflects the record of American radio itself, and all American industry is joining wholeheartedly in the felicitations that are due it on the occasion of its Tenth Anniversary Nov. 15. Whatever may be competitive differences, NBC deserves well the salutes being accorded it on all sides.

Biggest event of NBC's crowded anniversary celebration was the disclosure to the industry at large of the television results achieved by RCA in collaboration with NBC. Our reports may have seemed over-enthusiastic, yet we feel we have faithfully reflected the amazing progress of this offshoot of aural radio and we know we sense the sentiment by and large of the many seasoned radio executives and observers who have at last seen television. There is no doubt in our minds that that nebulous "corner" of television has been reached; the turning of it, we believe, is only a matter of economics and technical refinements likely to be accomplished in two or three years. We confidently expect that the turning will be done by a powerful phalanx of broadcasters, now more than ever aware that it rests upon them to make television the same everyday reality through their own resources that they have made sound broadcasting.

Worth Considering

EVER SINCE spot broadcasting became a factor in radio there has been conversation about its proper promotion. When the exclusive station representative entered the field, the topic was enlivened. Representatives have sold spot with increasing success as advertisers and agencies became acquainted with the method.

While the representatives have been interested in selling their own exclusive lists against those of competitors, the inevitable result has been a service for spot use generally. But there has been little in the way of industry-wide effort to sell the medium against other media, and, as a matter of fact, against wire networks.

If there has been any real complaint against exclusive representatives, it has been that as a group they have not created any substantial new business. This is heard sporadically among groups of broadcasters. Yet, as far as we have been able to discern, there hasn't been anything even approaching a revolt against representatives and their methods. Agencies, by and large, prefer to deal with them as against direct contacts with stations. They have performed a useful service.

Now James L. Free, enterprising head of Free & Peters Inc. and of Free, Johns & Field Inc., advances a proposed cooperative campaign for promotion of spot broadcasting to be undertaken by the representatives as a group. A number of the outstanding firms, in principle, favor his plan.

We believe the plan has merit. That is because we believe in any constructive effort to improve the medium. Whether the plan as outlined by Mr. Free is the one that should be adopted, or whether there should be modifications, is a matter that the cooperating representatives themselves must decide.

In the interest of good broadcasting, we feel that every exclusive representative should attend a meeting for consideration of the whole subject at an early date. The representative, after all, is the employe of the stations he represents. If he does not take advantage of every opportunity to improve the status of his employers then he is negligent in his service.

A Legal Point

A DISCOVERY of interest has just been made in connection with the mooted political section of the Communications Act. It strikes at the heart of such issues as Communist Browder's right to demand equal time along with other presidential candidates.

In this issue we publish a letter from Nathan Boone Williams, Washington attorney, in which he advances the argument that legally there is no such person as a "legally qualified candidate" for the office of President. The law states explicitly in section 315 that if a station allows any person who is a "legally qualified candidate for public office" any time, it must afford equal opportunities to competing candidates.

But, it is brought out that neither the Constitution nor any other laws make mention of a "legally qualified candidate" for President. The office is filled by the choice of electors of each state, as prescribed in the Constitution, and the "legally qualified candidates" therefore are the electors.

There can no doubt that the intent of the act was to cover the office of President and that the language inadvertently was not made applicable. But it appears just as certain that in its strictest legal sense, the provision would not hold in the courts in the event a station chose to adjudicate the issue.

The campaign, praise glory, is all over. Consequently there probably won't be any occasion to test this point this year. But four years from now it may be a different story.

We Pay Our Respects To —

FRANCIS DAVIS BOWMAN

ON OCT. 17, a program not elaborate or spectacular, yet a successful, familiar and widely popular feature—the Carborundum program of band music and Indian legends—started its eleventh consecutive year on the air and, in so doing, hung up several records to achieve a unique place in radio's annals. It is a pioneer among sponsored programs, the oldest band music series on the air, and probably the only program, sponsored or sustaining, to remain unchanged in form or personnel for an entire decade of broadcasting —practically the entire life of commercial radio.

Coming to the air when almost all commercials were aired from New York, a few from Chicago, it has always originated at Niagara Falls, home of the sponsor. It was possibly the first program of institutional advertising. It was also among the first to project intimate, personal sales messages when high-pressure booming was the order of the day. And, without over-selling tactics, it has consistently brought greater response, year after year.

The unique record of the Carborundum program, now endowed with the new title *The Voice of Niagara*, is a personal tribute to Carborundum's advertising manager, Francis Davis Bowman, who is not only the daddy of the program but has served, since its inception, as its production director, continuity writer, narrator of Indian lore and commercial announcer. He chooses all music and at times, in rehearsal, conducts the band.

In the dawn of commercial radio, Advertising Manager Bowman envisioned great possibilities for this new toy, saw the opportunity to spread the story of his company and its products, widely and at low cost. Although the company, manufacturers of abrasives, does its greatest business with industrial plants, its sharpening stones, razor hones and household sharpening devices, sold through the hardware trade, are consumer articles, with every radio listener a potential buyer. Carborundum was, in 1926, a name well-known in industry, little-known to consumers. The double-barrelled possibilities of radio, for institutional goodwill behind its large industrial sales and for a direct consumer campaign, were apparent to him.

The program, Advertising Manager Bowman reasoned, should come from Niagara Falls, home of the company and a world-known wonder, and it should be intimately associated with that scene. Thus with Edward d'Anna's Carborundum Band as the central feature, he added the legends and lore handed down by word of mouth to the surviving Indian tribes of the region and the actual pickups of the roar of Niagara's turbulent falls, broadcast several times a season. Company officials authorized the idea for broadcasting over a single Buffalo station, and suggested that, to effect a closer tieup, he announce the broadcasts himself. Starting with the theory that he was a guest in radio homes, when other announcers were forcing their way in, he made his announcements sincere, natural and restrained, a technique which has gained the program countless friends.

That was in 1926. For the next three years, the program was increased to a western New York state three-station hookup. Then to CBS, where it has been a Saturday evening highlight of the fall and winter for the last six years.

From the first, the program clicked, although Carborundum's products seemed unusual for radio. Year after year, the responses increased. Numberless people to whom "abrasives" meant nothing are now familiar with the all-important place of grinding in every type of manufacture, as well as with consumer abrasive articles. The chats about industrial abrasives, interesting and informative behind-the-scenes-in-industry talks, rather than straight selling copy, have been invaluable institutional publicity for Carborundum, for both industrial and public goodwill.

Meanwhile, Mr. Bowman has also become an outstanding goodwill ambassador for radio. The success of this unique series has led to many requests for him to tell the story of radio as an advertising medium to luncheon clubs, business groups, chambers of commerce, and other organizations. In the course of a year he flies thousands of miles to make such talks, and, even in the highest citadels of the networks, few stauncher goodwill ambassadors for radio can be found.

Born in Buffalo in 1883, and educated in primary and high school there, he points to newspaper work in several eastern cities, before he joined the Carborundum advertising staff, as his college education. His father was musically talented and his mother was well-known in Buffalo as an amateur actress. From them he gained the musical and showman's talent which have stood him in good stead as a radio impressario. It was his early ambition to write or to be a musician, with radio later affording him the practice of these ambitions as a phase of his career in advertising.

Since childhood, he has been fond of the best in music. Possessed of a remarkable musical ear, he conducts capably and entirely by memory, although he can't read music. His capacity for putting words together simply but effectively and an equally simple but effective manner of delivery, sincere and personal, endows his talks about grinding materials in industry — which could be very prosaic indeed—with the same true spirit of romance and human interest which characterizes his weekly Indian legends.

Ten years of digging up, writing and telling Indian legends (none of them ever before in printed form) have made him an authority on the subject and brought him the honor of being adopted by the Tuscaroras as a member of the Deer Clan. His Indian name is "Yo-re-hoh-ah-weh", meaning "He who gives the message to the air".

For recreation, he indulges in golf and figure-skating, the latter his particular hobby. A football player in school, football is his favorite sport to watch. He has never flown a plane but is an inveterate air traveler. Among his favorite stage and screen actors is Franchot Tone, whom he has known since childhood, for Franchot's father is President of the Carborundum Company. Married since 1909, he has two sons, James Francis, 19, and Richard Davis, 12.

PERSONAL NOTES

JUDGE E. O. SYKES, chairman of the FCC Broadcast Division, spoke over NBC Nov. 3 on the occasion of the 16th anniversary of KDKA, Pittsburgh, pioneer Westinghouse station, commending the public service of its operators since it first went on the air to broadcast the Harding-Cox election returns in 1920.

J. C. McNARY, consulting engineer and member of the firm of McNary & Chambers, Washington, on Oct. 31 was married in Washington to Miss Bert Siebert, secretary to James W. Baldwin, NAB managing director. She will continue her post until the first of the year. Philip G. Loucks, formerly NAB managing director, was best man. The newlyweds left for a motor trip to Miami, returning Nov. 8.

GUY STEWART, formerly of WLAP, Louisville, WROK, Rockford, Ill., and WOL, Washington, has been named sales manager of WKZO, Kalamazoo.

MILTON RUBEL, formerly with WJJD, Chicago, and previously associated with General Outdoor Advertising Co., has joined the sales staff of WAAF, Chicago.

CLYDE F. COOMBS, for the last two years an NBC sales representative in San Francisco, has been appointed the network's western division assistant sales manager, according to Harry F. Anderson, western division sales manager in that city. Before joining NBC, Coombs was Pacific Coast sales manager of the broadcast division of RCA-Victor Co., in San Francisco.

C. ELLSWORTH WYLIE, former manager of KHJ who recently organized an agency in Los Angeles under his own name, discontinued that business late in October and is reported to have entered the real estate business.

JERE O'CONNOR, on the sales staff of KFWB, Hollywood, for the last ten years, on Nov. 1 was also appointed director of public relations, a newly-created post. He will continue as an account executive.

OSCAR KANTNER, former radio director of the San Diego Exposition, on Nov. 1 joined Associated Cinema Studios, Hollywood transcription producers, for exploitation and sales work.

B. F. McCLANCY, NBC traffic manager in New York, is the father of a baby girl born Nov. 4 in Polyclinic Hospital.

HERBERT V. AKERBERG, CBS station relations vice president, planned to leave New York Nov. 14 for a Good Will trip through the Southwest and South. He planned to visit Houston, Dallas, San Antonio, Shreveport, New Orleans, Oklahoma City and Louisville, returning about Dec. 1.

MARION KAROL, formerly with WABC, New York, has joined the sales department of CBS at KNX, Hollywood.

E. C. MILLS, ASCAP general manager, left New York on Nov. 5 for the two weeks trip through the midwest visiting various ASCAP offices. Mr. Mills was scheduled to be in Chicago Nov. 14 to attend the convention of ASCAP's Chicago representatives.

HOWARD RAY, radio director of Townsend National Recovery Plans Inc., left the organization's Chicago headquarters for California immediately after election, expecting to return about Dec. 1 when he hopes to resume radio activities for the old-age pension plan.

C. H. FERGUSON, formerly of Knox Reeves Adv. Inc., and McCord Co. Inc., Twin Cities ad agencies, has joined the Minneapolis sales staff of KSTP, St. Paul. Mr. Ferguson has had 17 years background in the newspaper and agency field.

PHILIP G. LASKY, manager of KSFO in San Francisco, is the father of a 6 pound, 9 ounce son, born Nov. 6, at the Children's Hospital, that city.

STANLEY G. BREYER, formerly account executive of Sidney Garfinkel Adv. Agency, San Francisco, has joined the sales promotion department of KJBS, San Francisco, succeeding Ray Lewis, who resigned to join KFRC. Wallace F. Busse, formerly of Weller Service Inc., Seattle agency, also has joined KJBS. At one time he was manager of KIEV, Glendale, Cal.

E. P. SHUTZ, commercial manager of WIL, St. Louis, is recovering from a fractured wrist, suffered Nov. 4.

FRED B. BATE, NBC representative in London, arrived in New York Oct. 23 aboard the *S. S. Manhattan*.

FRANK CHANDLER, son of J. B. Chandler, owner of 4BC, Brisbane, Australia, returned to that country late in October after a year in the United States visiting radio stations and transcription studios.

BEHIND THE MICROPHONE

CHARLES KOCH, graduate of Xavier University, has joined the announcing staff of WKRC, Cincinnati.

JACK TODD, program director of KANS, Wichita, is the father of a baby girl born recently.

RUSH McDONALD, member of the announcing staff of WNBR, Memphis, recently was ordained as a Baptist minister and is serving as pastor of a Memphis church.

JOSEPH C. GREEN, formerly of the *Bloomington* (Ill.) *Pantagraph*, joined the NBC press department in Chicago on Nov. 9. Al Williamson, NBC press chief in Chicago, is also a *Pantagraph* alumnus.

ALBERT B. ULRICH, formerly with CBS in Chicago and for 12 years a member of the Chicago Symphony Orchestra, on Nov. 1 joined the Chicago production staff of NBC, succeeding Al Short, who resigned.

MEL VENTER, announcer at KFRC in San Francisco, on Nov. 14 married Miss Betty Lou Davis, of Honolulu.

ALEX KEIRSEY, formerly of KTHS, Hot Springs, Ark., has joined the announcing staff of WDOD, Chattanooga, replacing Tom Nobles. Louis Buck has been given an announcing post at WDOD.

SAMUEL N. MELNICOE, former radio consultant, has joined KJBS, San Francisco, as announcer-operator, a position he held before going into business for himself. He takes over the duties of Gordon Brown, injured in an auto accident. Jack Deane, formerly NBC singer in San Francisco and prior to that with KFRC, has joined the KJBS announcing staff.

JACK STILLWELL, production manager of WIRE, Indianapolis, and Dorothy Jean, WIRE vocalist, will be married Nov. 26.

RUSSELL McNEIL, NBC librarian in San Francisco, is the father of a girl born Nov. 4 at Cottage Hospital, San Rafael, Cal. Mrs. McNeil was formerly assistant to Henry Mass, NBC sales traffic manager in San Francisco.

RALPH EDWARDS, former announcer at KFRC in San Francisco, has joined the CBS announcing staff in New York, replacing Dell Sharbutt.

MARCIA DAVENPORT, New York music critic and writer, is in San Francisco acting as commentator for the NBC nationwide broadcasts of portions of four operas during the season in that city, which started Oct. 30 and continues through Nov. 22.

DAVID VAILE, formerly with KXA, Seattle, and KHJ, Los Angeles, has joined the announcing staff of KGGC in San Francisco, succeeding William Clifford, resigned.

CONNIE BLAKE has joined the traffic department of KFRC in San Francisco, succeeding Edna Puphal, resigned.

THOMAS BREEN Jr., formerly of West Coast stations, has joined WISN, Milwaukee, as announcer and assistant production manager.

JEAN BURKE, for several years on the administrative staff of KFWB, Hollywood, but not with the station the last year, returned Nov. 1 to be assigned to the sales department.

KAY BOWMAN, secretary to Larry Allen, NBC Artists Service manager in San Francisco, on Nov. 21, will be married to Abner Davis Hull of that city.

FRANKLIN TOOKE has been promoted to the program directorship of WOWO, Fort Wayne, with Clair Wiedenar being named program director of WGL, associated Westinghouse station. Howard Ackley is chief announcer. A new announcer is George Applegate, formerly of WCAU, Philadelphia, and WGR-WKBW, Buffalo.

JAMES M. PATT, formerly publicity director of KMBC, Kansas City, has joined the CBS staff in Chicago as director of public events and special features for Columbia's western division.

HUGH WALTON, announcer of WCAU, Philadelphia, and Miss Caroline Myers were married Nov. 7 in Harrisburg.

HELEN HARTZER, accountant of KFRC in San Francisco, was married in that city on Nov. 1, to Charles Jones, contractor.

DEAN MADDOX, free lance radio producer and master-of-ceremonies, with Tom Coakley, attorney and former orchestra leader, and several others have formed Associated American Artists, with headquarters established at 101 Post St., San Francisco. The organization will go in for radio show production, booking of dance orchestras and other phases of entertainment. Richie Dorso, formerly associated with the Hotel Del Monte, Del Monte, Cal., is in charge of the office.

LEE CRONICAN, on the executive staff of WMCA, New York, since August, has been named chief announcer. Before joining WMCA he had been an announcer and conductor at WOR, Newark. Assisting him are James F. Clemenger and Bob Carter.

HOWARD KEEGAN, production man in NBC's Chicago studios, has returned to his programs after several weeks sick leave.

MAURICE LOWELL, who has been on leave in Washington, D. C. serving as director of the Federal Radio Project, has returned to his place on NBC's Chicago production staff.

DON McBAIN, recently named remote control announcer of KHJ, Los Angeles, is a radio veteran, having been in the industry eight years, and is not "new to radio", as incorrectly stated in this column Nov. 1.

ROBERT HAFTER, formerly program director of KMOX, St. Louis, has joined the production staff of WBBM, Chicago.

JOHN McDONALD, formerly of WLEU, Erie, has joined KFRO, Longview, Tex., as local news announcer and studio technician.

GEORGE WATSON, formerly of NBC and WCFL, Chicago, and Paul Parker, radio actor and freelance mikeman, have been added to the announcing staff of WBBM, Chicago.

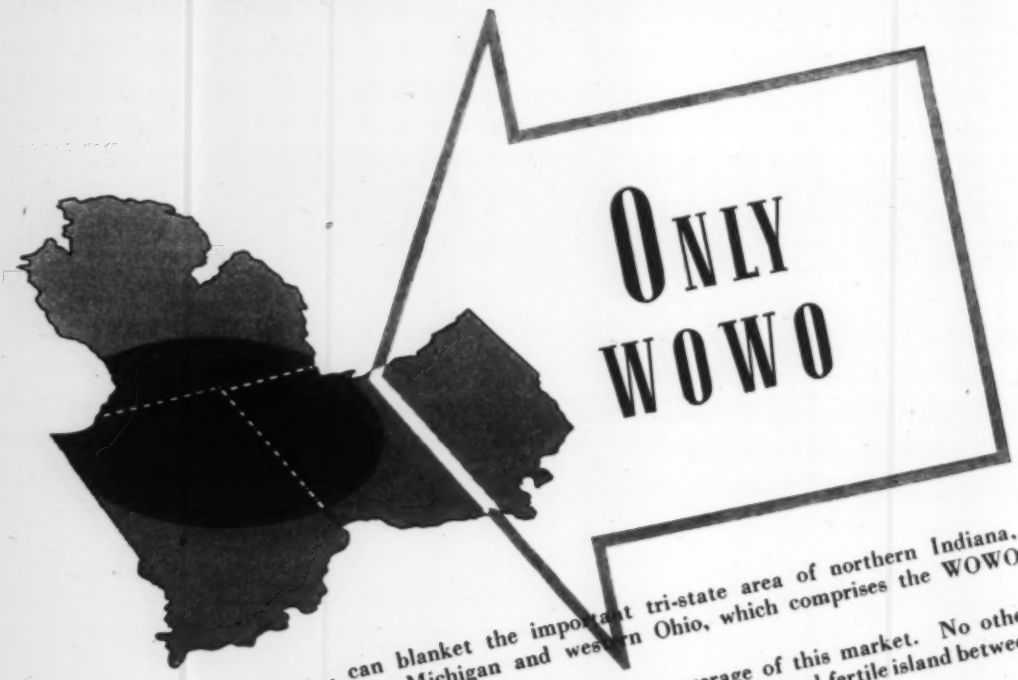
VIRGINIA SEEDS, of the WLS, Chicago, publicity staff, was married in October to Jack Retting, Chicago newspaperman.

PERRY WOOLEY, formerly of WKY, Oklahoma City, and Bill Hillhouse, have joined KBIX, Muskogee, Okla. William Barclay, formerly of W9XBY, Kansas City, and KWBG, Hutchinson, Kan., has been named KBIX program director.

LOIS WILLIAMS has returned to the CBS press department in San Francisco, after being confined to her home at Mountain View, Cal., with a fractured knee received in a street car accident.

CARLI ELINOR, Los Angeles radio and theatre orchestra leader, on Nov. 1 signed with Associated Cinema Studios, Hollywood recording studio, as staff music director.

STAR RADIO PROGRAMS, script service at 250 Park Ave., New York, is moving to larger quarters in the same building, effective Nov. 15.



. . . can blanket the important tri-state area of northern Indiana, southern Michigan and western Ohio, which comprises the WOWO primary area.

No other station claims primary coverage of this market. No other station delivers it. The WOWO area is a rich and fertile island between the zones of influence of big city stations.

In 1933 the 429,000 families in the WOWO primary area purchased 295 million dollars* worth of merchandise.

Overlook the WOWO market and you are missing the customers out of whose jeans come these 295 millions annually.

J 99430

*latest U.S. census figure.

WESTINGHOUSE RADIO STATIONS · INCORPORATED

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc. • Fort Wayne, Ind. • 10,000 Watts • CBS • 1,160 KC.

E. KATZ, SPECIAL ADVERTISING AGENCY

"TOPS"

ACCURACY • SPEED • WORLD COVERAGE

For many years those three factors have made UNITED PRESS the dominant news service for dominant newspapers. And now those same factors are making UNITED PRESS radio news service the dominant service for dominant radio stations.

UNITED PRESS radio news is written and edited by men experienced in the presentation of news on the air. The entire U. P. radio staff has been trained thoroughly to write for the EAR and NOT the eye. Their stories give listeners graphic word pictures of news events.

For those reasons dominant radio stations agree that UNITED PRESS radio news is "TOPS" for listener interest.

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

We Salute
ACHIEVEMENT

DAVEN SALUTES NBC. The gigantic strides made by the broadcasting industry in the past decade are in good measure due to the enterprise and initiative of this great institution. NBC artistic achievements and engineering skill have made and are making broadcasting history. We are glad to have some small part in its activity.

THE DAVEN COMPANY

160 SUMMIT ST. NEWARK, N. J.

Makers of volume controls, main gain controls, etc.

AIR EXPERIENCE
CBS to Train New Artists by WHN Appearances

TALENT being coached by Columbia Artists Bureau will be given preliminary microphone technique over WHN, operated by the Marcus Loew interests, under an arrangement effected by Ralph J. Wonders, Bureau head, and Louis K. Sidney, manager of WHN.

In announcing the plan CBS explained that crowded network schedules prevent many worthwhile radio personalities from getting beyond the audition room. Systematic training of promising talent and its development through actual broadcast experience.

KNX Named in Suit

WESTERN Broadcasting Co., operating KNX, Hollywood, Edward Albright, announcer, and officials of the company, were sued Oct. 29 by Rachel Fields Pederson, author of *Time Out of Mind*, a recent best seller published by Macmillan. The court action alleges that Albright read the book over the air and continued after warning to desist. Philip Cohen, attorney for the plaintiff, based his complaint on unfair competition and asks for $25,000 punitive and $15,000 actual damages.

FRED ASTAIRE, nearing the end of a 13-week series for Packard Motor Car Co. on NBC-Red network, has received a contract renewal for another 13 weeks. He will start work on a new film, "Stepping Toes", within a few weeks.

Annual Memorial Award In Pittsburgh Received By Wilbur C. Sutherland

W. C. Sutherland

WILBUR C. SUTHERLAND, announcer and sports reporter of KDKA, Pittsburgh, on Nov. 2 was awarded the H. P. Davis Memorial Award in a special program, the presentation being made by Councilman Robert Garland. The award includes a gold medal and $150 in cash. Second place went to Edwin Schaughency, announcer of the KDKA *Musical Clock* program. Third place was won by Ernest Heff, of WJAS-KQV. It is the second time Sutherland has won the award. Fred Webber and Tony Wakeman have been other winners.

Instead of special auditions, the judges listened to the 27 Pittsburgh announcers on their regular programs during October. The award has been provided each year since 1933 by the widow of H. P. Davis, known as the "Father of Radio Broadcasting," and who was prominent in the early days of radio development at the Westinghouse Electric & Mfg. Co., East Pittsburgh.

Sutherland, native of Baltimore after graduation from Cornell in 1928 as an electrical engineer, enrolled in the student course at Westinghouse and was first assigned to steel mill sales engineering work.

this is the National Broadcasting Company

THIS IS KFYR Bismarck

THE CALL LETTERS HEARD IN 421,732 RADIO EQUIPPED HOMES THROUGHOUT NORTH AND SOUTH DAKOTA, EASTERN MONTANA, WESTERN MINNESOTA, PARTS OF NEBRASKA AND WYOMING, MANITOBA AND SASKATCHEWAN, CANADA.

LET US TELL YOUR STORY.

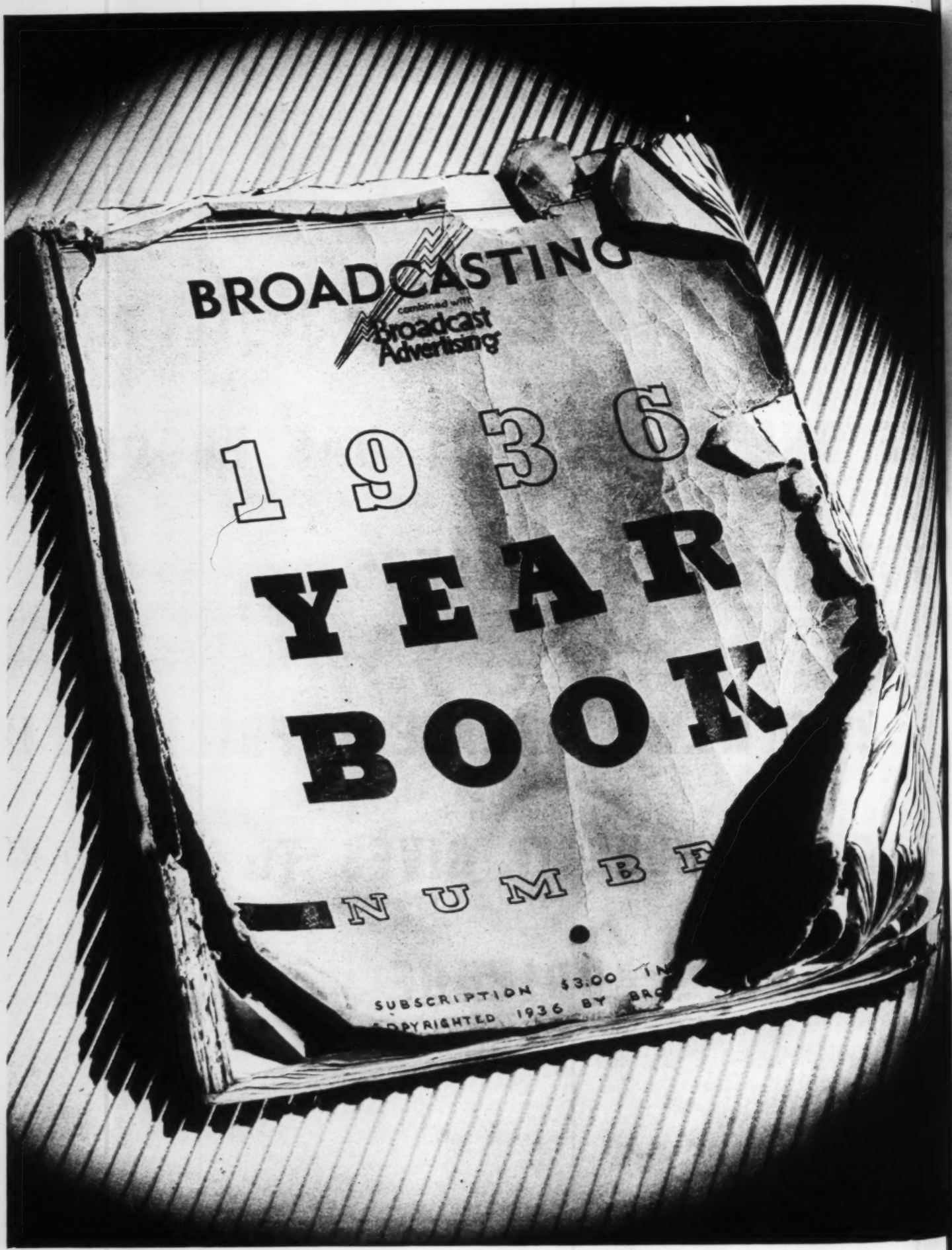
KFYR

The Meyer Broadcasting Company Bismarck, N. Dak.

★ ★ ★ ★

WLW IS JUSTLY PROUD OF THE RESULTS IT HAS PRODUCED FOR ITS ADVERTISERS

BUT WLW's GREATEST PRIDE IS IN THE PLEASURE IT GIVES TO ITS VAST LISTENING AUDIENCE


BROADCASTING
combined with
Broadcast Advertising
1936
YEAR BOOK
NUMBE
SUBSCRIPTION $3.00 IN
COPYRIGHTED 1936 BY BRO

Taken From Life

Here's a picture of one of the 7,000 issues of the 1936 YEARBOOK Number. We'll confess it looks like last year's straw hat.

But that tattered, torn and thumbmarked volume had a real career—as did 6,999 equally useful brothers. They have undergone the day-by-day ordeal . . . constant use by radio advertisers . . . by advertising agency executives . . . by station and network people . . . and by others identified with the business of broadcasting.

THAT is readership . . . . and in the right places

Now, the 1937 edition of the YEARBOOK is in the making! There are more and better features, which will make it even more indispensable to the men who buy radio time.

We sincerely believe that the YEARBOOK Number is the year's best opportunity for effective promotion—a lasting medium at regular rates.

The YEARBOOK Number

is scheduled to be mailed on or about February 15, 1937 and will be sent to all subscribers.

MAKE YOUR RESERVATION TODAY!

Final Advertising Forms Close December 15, 1936

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

KDKA, Pittsburgh

Cline & Johnston Inc., Owosso, Mich. (C & J beans), 27 *sp*, thru Advertisers Inc., Madison, Wis.
Colgate - Palmolive - Peet Co., Jersey City, 26 *sa*, thru Benton & Bowles Inc., N. Y.
Little Crow Milling Co., Warsaw, Ind., 156 *sp*, thru Rogers & Smith, Chicago.
Utica Knitting Co., Utica, N. Y., 26 *sa*, thru John Thomas Miller, N. Y.
John Morrell & Co., Ottumwa, Ia., 78 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Campbell Cereal Co., Northfield, Minn., 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
United Drug Co., Boston, 5 *t*, thru Street & Finney Inc., N. Y.
Drums Inc., Detroit (chemicals), 26 *sp*, thru C. C. Winningham Inc., Detroit.
Miles Laboratories Inc., Elkhart, Ind. (Alka - Seltzer), 156 *t*, thru Wade Adv. Agency, Chicago.
Procter & Gamble Co., Cincinnati, 50 *ta*, thru Blackman Adv. Inc., N. Y.
M. J. Breitenbach Inc., New York (Pepto-Mangan), 87 *ta*, thru Brooke, Smith & French Inc., N. Y.
Pinex Co., Fort Wayne, Ind., 154 *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Penn Tobacco Co., Wilkes-Barre, Pa., 78 *sp*, & *t*, thru Ruthrauff & Ryan Inc., N. Y.
Duff - Norton Mfg. Co., Pittsburgh (jacks), 13 *sp*, thru Walker & Downing, Pittsburgh.
G. E. Conkey Co., Cleveland (poultry feed), 30 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Easy Washing Machine Corp., Syracuse, 39 *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

KFBK, Sacramento

Gilmore Oil Co., Los Angeles, 12 *ta*, thru Botsford, Constantine & Gardner Inc., Los Angeles.
Buffalo Brewing Co., Sacramento (Buffalo Beer), 2 weekly *sp*, thru Adam Damm Adv. Service, Sacramento.
Crusaders, Chicago, 2 weekly *t*, thru Marshalk & Pratt, Inc., N. Y.
Buick Motor Co., Flint, Mich., 20 *sa*, thru Arthur Kudner Inc., N. Y.
Dodge Bros. Corp., Detroit, 20 *ta*, thru Ruthrauff & Ryan Inc., N. Y.

WOR, Newark

Colgate - Palmolive - Peet Co., Jersey City (Palmolive, Supersuds), 5 weekly *t*, thru Benton & Bowles Inc., N. Y.
Larus & Bros. Co., Richmond (Edgeworth tobacco), weekly *t*, thru Marschalk & Pratt Inc., N. Y.
Campbell Soup Co., Camden (Franco-American division), 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge (Spry) 3 weekly *sp* (starts Aug. 3, 1937), thru Ruthrauff & Ryan Inc., N. Y.

KGMB, Honolulu

Acme Brewing Co., San Francisco (beer), 7 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.
Pro-phy-lac-tic Brush Co., Florence, Mass. (toothbrushes), weekly *sp*, thru Lambert & Feasley Inc., N. Y.
Carter Medicine Co., N. Y. (little liver pills), 3 weekly *sa*, thru Street & Finney Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), 7 weekly *sa*, thru Blackman Co., N. Y.

WBIG, Greensboro, N. C.

B. C. Remedy Co., Durham, N. C. (proprietary), 1937 football games, thru Harvey-Messengale Co., Atlanta.

WHAM, Rochester

Candy Cod Labs. Inc., New York, 5 weekly *sa*, thru Mackay-Spaulding Inc., N. Y.
Utica Knitting Co., Utica, N. Y., 3 weekly *ta*, thru John Thomas Miller, N. Y.
Bulova Watch Co., New York, 14 weekly *ta*, *sa* (starts Jan. 1), thru Biow Co. Inc., N. Y.
Kellogg Co., Battle Creek (food), 6 *sp*, *t*, thru N. W. Ayer & Son Inc., Philadelphia.
Drums Inc., Detroit (cleaning fluid), 3 weekly *sa*, thru C. C. Winningham Inc., Detroit.
Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Bunte Bros., Chicago (candy), 3 weekly *sa* (starts Jan. 6), thru Fred A. Robbins Co., Chicago.

WBT, Charlotte, N. C.

Colgate-Palmolive-Peet Corp., Jersey City (Supersuds), 26 *sa*, thru Benton & Bowles Inc., N. Y.
Colgate - Palmolive - Peet Inc., Jersey City (Palmolive soap), 6 *sa*, thru Benton & Bowles Inc., N. Y.
Florida Citrus Commission, Lakeland, Fla., 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
A & O Co., New Bern, N. C. (proprietary), 3 weekly *sa*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Plough Inc., Memphis (St. Joseph aspirin), 7 weekly *sa*, thru Lake-Spiro-Cohn Inc., Memphis.

WAAB, Boston

General Household Utilities Co., Chicago (Grunow appliances), 30 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Willard Storage Battery Co., Cleveland, 84 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.
F. W. Fitch Co., Des Moines (hair tonic), weekly *sp*, thru L. W. Ramsey Co., Davenport, Ia.
Gibbs & Co., Chicago (Gabrieleen permanent wave), weekly *sp*, thru Bertram & Reibel Adv., Chicago.

KOH, Reno, Nev.

GallenKamp Stores Co., San Francisco (shoes), 7 weekly *sa*, thru Long Adv. Service, San Francisco.

WOWO, Fort Wayne

McKenzie Milling Co., Quincy, Mich. (flour), 3 weekly *sp*, thru Rogers & Smith Adv. Agency, Chicago.

KSFO, San Francisco

Maryland Pharmaceutical Co., Baltimore (Rem), 7 weekly *ta*, thru Joseph Katz Co., Baltimore.
Roman Meal Co., Tacoma, Wash. (cereal), 6 weekly *sa*, thru Milne & Co., Seattle.
Pinex Co., Fort Wayne, Ind. (cold remedy), 21 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
American Pop Corn Co., Sioux City, Ia. (popcorn), weekly *t*, thru Coolidge Adv. Co., Des Moines.
Lea & Perrins, New York (condiments), 6 weekly *sa*, thru Schwimmer & Scott, Chicago.

W9XBY, Kansas City

General Mills Inc., Minneapolis (Wheaties), 5 *sp*, thru Simons-Michelson Co., Detroit.
Pennzoil Co., Oil City, Pa., 26 *sa*, thru Fuller & Smith & Ross Inc., Cleveland.
Minneapolis Brewing Co., Minneapolis (Grain Belt beer), 6 weekly *t*, thru Erwin, Wasey & Co. Inc., Minneapolis.
Fontenelle Brewery Co., Omaha (Robin Hood beer), 2 weekly *sp*, thru Bozell & Jacobs Inc., Omaha.

WNAC, Boston

National Carbon Co., Inc., New York (Prestone), 26 *sa*, thru J. M. Mathes Inc., N. Y.
Colgate - Palmolive - Peet Co., Jersey City, N. H. (Supersuds), 26 *sa*, thru Benton & Bowles Inc., N. Y.
U. S. Industrial Alcohol Co., New York (Super-Pyro), 26 *sa*, thru Lambert & Feasley Inc., N. Y.
Florida Citrus Commission, Tampa, Fla., 78 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WIP, Philadelphia

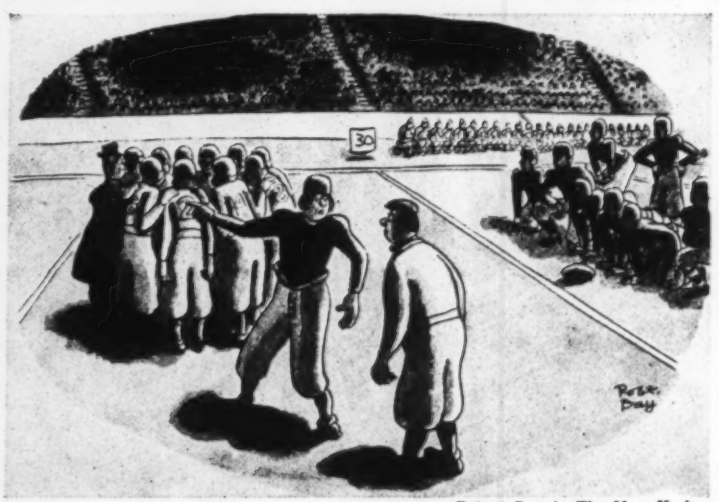
Plantabbs Corp., Baltimore (fertilizer), 14 weekly *sa*, thru Cahn, Miller & Nyberg Inc., Baltimore.
Club Aluminum Products, Chicago (kitchenware), 6 *sp*, direct.

WKRC, Cincinnati

Procter & Gamble Co., Cincinnati (Crisco), 100 *ta*, thru Blackman Adv. Inc., N. Y.
Standard Oil Co. of Ohio, Cleveland, 7 weekly *sa*, direct.

KJBS, San Francisco

Parapet Co., San Francisco (Parapet cleanser) 2 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.



Robert Day in The New Yorker

"Him? He's our radio sponsor."

WMAQ, Chicago

Aurora Laboratories, Chicago (Clear Again cold remedy), 6 *sa*, 1 *sp* weekly, thru Aubrey, Moore & Wallace Inc., Chicago.
Buick Motor Co., Flint, Mich. (automobiles), 5 *ta*, thru Arthur Kudner Inc., N. Y.
Milton Bradley Co., Springfield, Mass. (games), 3 weekly *sa*, thru Blackstone Co., N. Y.
Hurley Machine Co., Chicago (Easy washing machines), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
A. H. Lewis Medicine Co., St. Louis (Tums), 5 *ta*, 2 *t* weekly, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
National Tea Co., Chicago (chain food stores), 20 *sa*, thru Dade B. Epstein Adv. Agency, Chicago.
Commercial Solvents Corp., Terre Haute, Ind. (Norway anti-freeze), weekly *sp*, thru Maxon Inc., Detroit.
Procter & Gamble Co., Cincinnati (Crisco), 2 weekly *sa*, thru Blackman Adv. Inc., N. Y.
Campana Corp., Batavia, Ill. (Moon Glow Nail Polish), 13 *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.
Aurora Laboratories Inc., Chicago (Clear Again cold remedy) 1 *sp*, 6 *sa*, weekly, thru Aubrey, Moore & Wallace Inc., Chicago.

WCAE, Pittsburgh

Crowell Publishing Co., New York (Woman's Home Companion), weekly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.
Ironized Yeast Co., Atlanta (proprietary), 9 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge, Mass. (Spry), 39 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
College Inn Food Products Co., Chicago (soup, tomato juice), 30 *sa*, thru Blackett - Sample - Hummert Inc., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 364 *sa*, thru Joseph Katz Co., Baltimore.
Procter & Gamble Co., Cincinnati (Crisco), 80 *ta*, thru Blackman Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 260 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Beaumont Laboratories, St. Louis (Four-Way tablets), 220 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KGO, San Francisco

Washington State Apple Inc., Wenatchee, Wash. (apples), 26 *sa*, thru J. Walter Thompson Co., San Francisco.
Milton Bradley Co., Springfield, Mass. (games), 18 *sa*, thru Blackstone Adv. Agency, New York.
Gas Appliance Society, San Francisco (gas ranges), 43 *sa*, thru Jean Scott Frickelton Adv. Agency, San Francisco.
Doraldina Inc., Hollywood, (cosmetics) 8 weekly *sa*, thru Advertising Arts Agency, Los Angeles.

KFRC, San Francisco

Central City Chemical Consolidated, San Francisco (Lennox cough syrup) 3 weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.
Gragnano Products Inc., San Francisco (Golden Grain Italian Macaroni products), 3 weekly *sp*, thru Emil Brisacher, San Francisco.

KYA, San Francisco

Owl Drug Co., San Francisco (Pacific Coast chain store), weekly *sp*, direct.
Zerbst Pharmacal Co., St. Joseph, Mo. (proprietary), 6 weekly *sa*, thru Barrons Adv. Co. Inc., Kansas City.
Piso Co., Warren, Pa. (proprietary), 6 weekly *sa*, thru Lake-Spiro-Cohn Inc., Memphis.

KYOS, Merced, Cal.

Pacific Greyhound Lines, San Francisco, *t*, thru Beaumont & Hohman Inc., San Francisco.

RADIO ADVERTISERS

AMERICAN SALES Co., Washington, distributing Old Milwaukee beer in the Washington and Baltimore regions, has started *The Human Side of Sports* on WJSV, Washington, with Buck O'Neil as commentator. Spangler & Berry, Washington, is agency.

ALLAN MARIN, former radio director of Neisser-Meyerhoff Inc., Chicago agency, has joined Dr. Peter Fahrney & Sons Inc., Chicago (proprietary medicines), as advertising manager. While he said it was too early for him to make any definite announcement, Mr. Marin said he was considering radio campaigns for several of the company's products and that his plans would probably begin to materialize after the first of the year.

REED DRUG Co., of Miami (proprietary) has appointed Vanderbie & Rubens Inc., Chicago, as advertising agents.

NU-ENAMEL Corp., Chicago (paint) has moved its headquarters from New York to Cleveland. The company recently acquired the Cleveland plant of Chi-Namel Paint & Varnish Co.

CENTRAL CITY Chemical Consolidated, San Francisco, (Lennox cough syrup), has appointed M. E. Harlan Adv. Agency, San Francisco, to direct its Pacific Coast advertising and along with other media on Nov. 2, started a thrice weekly quarter-hour transcription series on KFRC, San Francisco.

AMERICAN ROLLING MILL Co., Middletown, O. (sheet metal) has appointed N. W. Ayer & Son Inc., New York, to handle its account.

NORSEC Co., Jersey City (toothpaste) has appointed Platt-Forbes Inc., New York, as agency.

POMPEIAN Co., Bloomfield, N. J. (cosmetics) has placed its account with Charles Dallas Reach Co., Newark.

H. G. FELD Co., New York (building materials) has appointed Wortman-Barton & Co. Inc., New York, to handle its account. Media includes radio, tradepapers and magazines.

BOSTON SHOE EXCHANGE & WEINER BROS., New York (furniture & clothing) has named Wortman-Barton & Co., Inc., New York, as advertising counsel. Radio, newspapers and direct mail will be used.

MARY NOLAN, New York (cosmetics) through Wortman-Barton & Co., Inc., New York, is planning to use spot radio in New York locally, or may buy an established local program.

HARRY M. LOTZ, New York (Perfection shoes) has placed its account with Wortman-Barton & Co. Inc., New York. Radio and class magazines are planned.

BAKON-YEAST Inc., New York (Vitamin B product) has named Wortman-Barton & Co. Inc., New York, as advertising agent. Client is using the Phil Cook participation period on WMCA, New York, six days weekly, in a test campaign. More New York stations may be added later.

PHOENIX BREWING Corp., Buffalo (Three Star Beer) has appointed Addison Vars Inc., Buffalo, to place its advertising.

ALTORFER BROS. Co., Peoria, Ill. (ABC) appliances) has named Hanff-Metzger of Illinois, Chicago, as agency.

BLUE MOON CHEESE PRODUCTS Inc., Minneapolis, has placed its account with Batten, Barton, Durstine & Osborn Inc., Minneapolis.

CHAPPEL BROS Inc., Rockford, Ill. (Ken-L-Ration) is advertising through C. Wendel Muench & Co., Chicago.

CUYHOGA County Funeral Directors Assn., Cleveland, has started a cooperative radio campaign on WHK and is running the *Country Church of Hollywood*, transcription produced by the Radio Transcription Co. of America Ltd.

RUSSELL MILLER MILLING Co., Minneapolis, has taken 130 episodes of *Chandu*, transcription series from Earnshaw Radio Productions, Hollywood, for placement on KGIR, Butte, Mont.

SELF REALIZATION Fellowship Church, Los Angeles, through Faraon Jay Moss & Associates, Los Angeles agency, is transcribing a series of quarter hour programs at the Los Angeles studios of MacGregor & Sollie Inc., for placement on stations.

HEMPHILL DIESEL Engineering Schools Inc., Los Angeles, has appointed West & Associates Inc., Glendale, Cal., as agency.

NEW YORK, NEW HAVEN & HARTFORD R. R. Co., Boston, is placing radio advertising through Dowd & Ostreicher Inc., Boston.

J. L. PRESCOTT Co., Passaic, N. J., has named Geare-Marston Inc., Philadelphia, to service its advertising of Jean's Prepared Flour Mixes.

Shawd Joins WXYZ

Arch Shawd

ARCH SHAWD, who resigned in October as manager of CKLW, Windsor-Detroit, has been appointed sales manager of WXYZ, Detroit, and the Michigan Radio Network, it was announced Nov. 2 by H. Allen Campbell, general manager of the King-Trendle Broadcasting Corp. Mr. Shawd has been with CKLW, recently sold by its American backers to the Rogers-Majestic interests operating CFRB, Toronto, for nearly five years as salesman, sales manager and general manager. Before that he was with the display advertising department of the *Detroit Free Press*. He assumed his new post Nov. 2.

CALL letters of WLBF, Kansas City, Kan., were changed to KCKN early in November by authority of the FCC.

Free Time Is Requested For Flower Disc Series

A "FREE" offer of a series of 13 quarter-hour transcriptions titled *Music & Flowers* has been made to stations by Morner Productions Inc., 2 W. 45th St., New York, "in the interest of flower appreciation and containing no commercial credit or trade names."

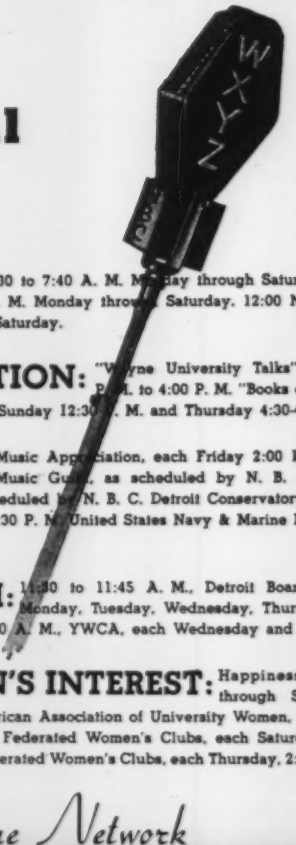
"Since only a limited number of radio stations can be supplied with this series," the offer reads, "exclusive territorial rights will be granted whenever possible." Stations are advised that "garden clubs, women's clubs, schools and universities, housewives and flower lovers in general will welcome *Music & Flowers* as one of the most constructive, beautiful and entertaining programs on your schedule."

WILLIAM C. PERRY, a former music director for NBC in New York, died Oct. 30 at Banning, Cal. He had been at a desert sanitarium for several months. He is survived by the widow and a daughter. The body was taken to Camden, N. J. for burial.

PRO BONO PUBLICO*

.. to give YOUR program added importance and sales power

50 Non-Commercial Broadcast Periods Each Week •



NEWS: 7:30 to 7:40 A. M. Monday through Saturday. 10:00 to 10:05 A. M. Monday through Saturday. 12:00 Noon to 12:10 P. M. Monday through Saturday.

EDUCATION: "Wayne University Talks" each Friday 3:45 P. M. to 4:00 P. M. "Books of Today, Yesterday, Tomorrow" each Sunday 12:30 P. M. and Thursday 4:30-4:45 P. M.

MUSIC: Music Appreciation, each Friday 2:00 P. M. to 3:00 P. M. Music Guild, as scheduled by N. B. C. Rochester Civic Orchestra, as scheduled by N. B. C. Detroit Conservatory of Music, Sunday 12:15 P. M. to 12:30 P. M. United States Navy & Marine Bands, Monday 2:00 to 3:00 P. M.

HEALTH: 11:30 to 11:45 A. M., Detroit Board of Health, each Monday, Tuesday, Wednesday, Thursday and Saturday. 8:45 A. M. to 9:00 A. M., YWCA, each Wednesday and Friday.

WOMEN'S INTEREST: Happiness House, Monday through Saturday, 11:00 to 11:30 A. M. American Association of University Women, each Friday 4:45 to 5:00 P. M. Local Federated Women's Clubs, each Saturday, 12:15 to 12:30 P. M. National Federated Women's Clubs, each Thursday, 2:30 P. M. to 2:45 P. M.

PRO BONO PUBLICO, translated, means "for the good of the public" and translated once again, means "extra pulling power for the good of WXYZ advertisers."

WXYZ

NBC Blue Network

KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building . . . Detroit

Eastern Office: 550 Chanin Building New York, New York • Wm. G. Rambeau Co. Representative • Home Office: Tribune Tower, Chicago • Western Office Russ Building San Francisco, Cal

Public Domain Library OfLang-WorthExpanded

FIRST shipments of the second series of Lang-Worth Planned Program Service were made early this month to subscribing stations, amounting to more than 93% of the list which subscribed to the first library of tax-free music. The series takes familiar public domain melodies of the ages and treats them in modern rhythmic style.

While the library was originally intended for domestic use, stations in a number of countries have subscribed. The second series includes name orchestras and artists, continuity service and publicity material. C. O. Langlois, general manager of Lang-Worth Feature Programs, stated that the second series was based on suggestions from stations.

TRANSCRIPTIONS

WARD REFRIGERATOR & MFG. Co., Los Angeles office, has recorded a series of 26 five-minute transcriptions at Associated Cinema Studios, Hollywood, under the title of *Icities & Oddities*. Logan & Stebbins, Los Angeles agency, will place the discs on stations throughout the country.

TITAN PRODUCTIONS Inc., San Francisco transcription concern, is cutting a new commentary series of *John Nesbitt's Passing Parade* for Duart Sales Co. Ltd., San Francisco (Creme of Milk Face Cream and Permanent Wave), which, thru Howard E. Williams Adv. Service, San Francisco, will be placed on various eastern and midwestern stations. Titan is also cutting a series of one-minute announcements for the Central Shoe Co., St. Louis, to be placed direct on various stations.

THE radio program division of the Walter Biddick Co., Los Angeles, has purchased *Green Valley Line, Treasurer of the Lorelei* and *Blair of the Mounted*, transcriptions from Audisk Corp., San Francisco transcription firm which went out of business in October. The Biddick organization will place the items in its current sales catalog.

S. WILLIAM YOUNG, formerly manager of the Victor Division of RCA Mfg. Co. in Chicago, where he supervised construction of the company's recording studios, and previously with Columbia Phonograph Co., has joined the Chicago staff of NBC's Transcription Service. For the last six months Young has been on the West Coast with Jan Garber's orchestra, which he served as business manager.

WIP, Philadelphia, has subscribed for the WBS transcription library.

MORGAN RECORDING Co., new San Francisco transcription concern, is cutting a quarter-hour series of travelogues titled *Roadways of Romance* with Comdr. A. W. Scott, commentator, for the Pacific Greyhound Lines Inc., that city (transportation), which will be placed through Beaumont & Hohman Inc., San Francisco agency. A series of 13 five-minute transcriptions based on "curious facts" are being cut by the Morgan Recording Co. for St. Claire Brewing Co., San Jose, Cal., to be placed through Guggenheim Adv. Agency, San Francisco.

RICHARD HOLMAN, who writes the scripts and also acts in *The Cub Reporters*, serial being cut by MacGregor & Sollie Inc., Hollywood transcription concern, after an illness which confined him to his home in San Francisco, has returned to Southern California.

STANDARD RADIO Inc., Hollywood transcription program producers, early in November started to record Henry King's orchestra for its library service with production at the RCA Mfg. Co. sound studios in that city.

RADIO PRODUCERS SALES Co., subsidiary and sales staff for Radio Recorders Inc., Hollywood, on Nov. 1 changed its name to Radio Producers of Hollywood.

RADIO RECORDERS Inc., Hollywood transcription studios, on Dec. 1 will move to its new building at 932 No. Western Ave. The old studios at 606 N. Bronson Ave. will be used for auxiliary purposes until April, 1937.

JAMES B. KEYSOR Sound Studios, 57 Richards St., Salt Lake City, for several years doing instantaneous recording, has started a transcription department.

THE John Hix *Strange as It Seems* program on Don Lee-CBS network twice a week for Gilmore Oil Co., Los Angeles, and produced by the Raymond R. Morgan Co., Hollywood radio agency, has been taken on transcriptions twice a week by the British Australian Lead Manufacturers Pty. Ltd. for airing on 2GB, Sydney.

ARTHUR TIBBALS, for two years production manager of KFAC, Los Angeles, has been named production manager for Associated Transcriptions of Hollywood.

WFAA, Dallas, has subscribed to the NBC *Thesaurus* transcription library.

Ernest R. Folger

ERNEST R. FOLGER, 66, president of J. A. Folger & Co., San Francisco (coffee & tea), died in a Belmont (Cal.) hospital, Nov. 7 following a long illness. A graduate of Yale University, he entered the family coffee business which was founded in 1850. Upon the death of his brother, James A. Folger, he became president of the company in 1921. Survived by his widow, and two daughters, Mrs. Robert Watt Miller and Mrs. Cyril Tobin.

Library Approved Declares Baldwin

Finds Favorable Response to Public Domain Disc Plan

A "GRATIFYING response" to the proposal of the NAB to record a library of 100 hours of public domain music has been received from members of the trade association, with some 300 of the NAB's 400 members already having responded to the initial questionnaire, James W. Baldwin, NAB managing director, declared Nov. 12.

Although less than a month has elapsed since Mr. Baldwin mailed to his membership the announcement of the plans on Oct. 23, more than three-fourths of the membership responded, he said. The only question asked in the letter announcing the plan was whether the station used the lateral or vertical type of reproduction so that the NAB could gauge its orders for pressings. Practically all responses, Mr. Baldwin said, indicated intense interest in the plan for a public domain library, which would be free from payment of copyright royalties to ASCAP or other groups.

Production Study

MR. BALDWIN declared it is yet too early to say when actual production will begin. He explained he is negotiating with various recording companies and investigating their methods of production before deciding upon placement of the initial recording order.

The music to be transcribed is the result of searches made at the Library of Congress, which is the repository for public domain and other works. Edward J. Fitzgerald, director of the NAB Bureau of Copyrights, is in charge of the work and has been searching the Library files. He has procured clearance, according to Mr. Baldwin, of some 1,600 numbers which, he estimated, will make up the 100 hour transcription library.

The transcription library project is a part of the NAB plan to eventually build up a reservoir of music which, in times of emergency, would relieve the industry of its dependence upon groups owning copyrights.

No estimate can be made yet of recording costs or the amount to be assessed stations for the production of the library, Mr. Baldwin declared. Such matters as studio facilities and use of orchestras and artists for production must be taken into account, he pointed out, and it may be several months before actual production begins. Recordings will be done under the immediate supervision of Mr. Fitzgerald, who personally is supervising the arranging of the public domain numbers. [See Nov. 1 BROADCASTING].

Doraldina Testing

COSMETIC DISTRIBUTORS Inc., Los Angeles (Doraldina Cosmetics) early in November started a test announcement campaign on KFI, Los Angeles, and KGO, Oakland. Advertising Arts Agency, Los Angeles, handles the account. If the campaign on the Coast warrants opening additional territory by radio, stations in Michigan and Ohio will be used.

"FOUR GOOD SEATS 'WAY BACK, PLEASE!"

What do you mean—"good seats 'way back"?? There ain't no such things! And Louisville people know it just as well as you do. You *can't* cover Louisville with an outside station. But using WAVE, sir, you *do cover* this really big market with one inexpensive N. B. C. station —*really reach* our 1,132,692 total potential listeners, 30% of whom live virtually within sight of our tower!

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

PHILADELPHIA...THE HOME MARKET

KYW Solidly Sells It

This third metropolitan district is the largest single-family home market in the United States. The local acceptance of KYW, backed by the prestige of the National Broadcasting Company, presents an advertising medium of real influence in this area.

KYW

10,000 WATTS

NBC Red Network

PHILADELPHIA

Completely programmed by NBC

ABC Appliance Plans

ALTORFER BROS. Co., Peoria, Ill. (ABC washing machines), has named Hanff-Metzger Inc., Chicago, as advertising agency. The *Hilltoppers* program, broadcast three times weekly on WLS, Chicago, will be continued, and a quarter-hour transcription series, featuring a chorus of boys and girls, has been recorded in Columbia Phonograph Co.'s Chicago studios for use in a dealer-cooperative campaign which is now being discussed at a series of dealer meetings.

JULANE PELLETIER, pianist at WJJD, Chicago has just received word of the birth of Julane Johnson, the 45th baby (and the eighth of the Johnson clan) to be named for her.

The Other Fellow's Viewpoint . . .

Wrong Caption

TO THE Editor of BROADCASTING:

It may interest you to know that in your issue of Nov. 1, Page 11, Volume 11, No. 9, there appears a picture in the upper left hand corner, of three members of the NBC staff who are supposed to be engaged in broadcasting an opera from the Metropolitan in New York City. The caption below the picture states that Milton J. Cross, Herbert Liversidge and Charles Grey are pictured above.

It so happens that in December 1931, when this picture was taken, I was the person referred to as the production expert—and not Herbert Liversidge as stated in your magazine. Mr. Liversidge has been doing the opera for the past two years, but for the first three years, and when the picture was taken, I was the production man in charge * * *.

EDWIN L. DUNHAM
Ruthrauff & Ryan Inc.
New York City

Nov. 4, 1936.

Editor's Note — Our sincere apologies to Mr. Dunham, original production man for NBC on the Metropolitan Opera assignment. The mistake was due to an error in the caption supplied to BROADCASTING with the photograph used in our NBC anniversary layouts.

Shift in Time

TO THE Editor of BROADCASTING:

We notice on page 78 under "Network Accounts" you have the campaign which is being participated in by a number of banks throughout the country as being from 10:30 to 11 p. m. This is in error and regret sincerely to note it. The correct time is 10 to 10:30 New York time.

We are just wondering from what source you got the time you list.

R. MOORE
The Wessell Company
Chicago

Nov. 3, 1936.

Watch Tower Objects

To the Editor of BROADCASTING:

As a representative of the *Watch Tower*, of Brooklyn, New York, I am authorized to ask you to correct the statement made in an article "Freedom of the Air" appearing in the Sept. 1 issue of your magazine, which read as follows:

"The sponsor objected, of course, and William B. Dolph, station manager, offered to cancel the contract rather than curb Benford."

The above statement is untrue and should be corrected. We have no objections to any one connected with Station WOL telling their listeners to tune out our programs. We are trying to reach the people who love the truth and those who do not love the truth are welcome to tune out.

W. H. JENKINS,
Jehovah's Witnesses.

For Higher Power

TO THE Editor of BROADCASTING:

I am taking out a couple of minutes to compliment you on your editorial in Nov. 1 issue of BROADCASTING entitled "A Couple of Points." This editorial is very much to the point.

All local and regional broadcasting stations which have shown by their past record to be able to move ahead with the development of the art, should be given a substantial increase in power, say, a ten-fold increase.

I. Z. BUCKWALTER
Mason-Dixon Radio Group Inc.
Lancaster, Pa.

Nov. 9, 1936

BETTER HURRY, BOYS—WE CAN'T STRETCH IT!

Except for a very, very limited number of mid-morning, mid-afternoon and late-evening periods, WDAY is sold out. Unfortunately, we can't stretch the clock, nor "add another section"..... Therefore, kind friends, either speak NOW or prepare to be tolerant, later! Pax vobiscum.

WDAY, INC.

N. B. C.

FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

KSD
IN ST. LOUIS

Ask about limited choice day time available for Christmas sales messages.

Write, Phone or Wire

Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles

AGENCIES AND REPRESENTATIVES

R. S. KENDRICK has been appointed manager of the Atlanta office of John H. Perry Associates, station and newspaper representatives, taking charge Dec. 1. For the past seven years Mr. Kendrick has been connected with publication representation in Atlanta. In recent months John H. Perry Associates has opened offices in four cities throughout the United States. William K. Dorman is New York manager; O. J. Ranft, Chicago manager; J. J. Higgins, Detroit manager. In San Francisco they are represented by R. J. Bidwell & Co.

JOSEPH E. HANSON has resigned as executive vice-president of Frank Presbrey Co., New York, to join H. M. Kieswetter Adv. Agency, New York, as vice-president.

WILLIAM V. PARKER, formerly of General Plate Co., Attleboro, Mass., and the *Boston Daily Record*, has joined Sutherland-Abbott Adv. Agency, Boston.

JACK VAN NOSTRAND, for the last two years production manager of KFRC in San Francisco, resigned Nov. 1 to join the script and production department of Benton & Bowles Inc., in Hollywood. No successor has been named at KFRC, but William Pabst, assistant station manager, is supervising production.

SIDNEY GARFINKEL ADV. AGENCY, San Francisco, has increased its office space at 153 Kearny St., and also has added to its personnel. L. C. Cole, formerly associated with a Los Angeles agency, has been brought in as account executive and I. Adriel Fried, formerly with the *Emanu-El & Jewish Journal*, San Francisco publication, has been placed in charge of new business contacts.

LIONEL K. BRIDGE, on the exploitation and publicity staff of Lord & Thomas, Los Angeles, for *California's Hour*, which was sponsored by the California Chain Stores Association Inc., over 9 CBS-Don Lee network stations for 26 weeks, was scheduled to leave San Francisco Nov. 11 for Sydney, Australia. He is to be gone several months, combining business and pleasure.

EDNA PUPHAL, in the traffic department of KFRC, San Francisco, for the last six months, has resigned to join F. Wallis Armstrong Co., Los Angeles. She will work with Diana Bourbon of that agency.

LUKE C. ACORD has joined the staff of Advertising Arts Agency, Los Angeles, as a radio merchandising expert and account executive. For four years he was with the Sperry Flour Co., San Francisco, and previously managed the *Sharples' Breakfast Club* on KNX, Hollywood.

FURGASON & ASTON, New York, station representative, has moved its office to 17 E. 45th St. The firm also maintains offices in Detroit and Chicago.

WCOL, Columbus, has appointed Joseph H. McGillvra as its national representative effective Oct. 28.

ROBERT SMITH, of Young & Rubicam Inc., New York, has been transferred from the mailing department to the radio publicity division under Fred Wile.

BOB HOWARD, president of Roesler & Howard Inc., exclusive foreign-language program representatives, has returned to his New York headquarters in the Lincoln Building after a week in Chicago where he and George Roesler completed details of getting the new organization under way.

EDWARD BALLINGER leaves the radio department of J. Walter Thompson Co. in Chicago Nov. 15 to join WKY, Oklahoma City, to handle sales promotion.

No Men Wanted

AN URGENT plea for mother's milk was received recently by WIP, Philadelphia, and due to the emergency aspects of the case, spot announcements were aired throughout the day and early evening requesting persons who could help to get in touch immediately with a certain telephone number. The last spot announcement was aired at 7:45 p. m., and not until the spot was read on the air was it realized that it followed the *For Men Only* program, on from 7:30 to 7:45 p. m.

Roesler & Howard Tests Spot Series in German

ROESLER & HOWARD Inc. has aligned WWSW, Pittsburgh, WIND, Gary, WSBC, Chicago, WEDC, Chicago, and WEMP, Milwaukee, making a total of 20 stations now represented by this recently organized firm, which is specializing in the promotion of foreign language programs for American radio stations.

The company has placed a two-week test announcement campaign in German on WPEN-WRAX, Philadelphia, for *National Weeklies Inc.*, Chicago, advertising a contest to get subscriptions for a German magazine, through Albert Kircher Co., Chicago. If the test is successful the campaign will be extended to include stations with German-speaking audiences in all parts of the country.

Flamm Is Honored

DONALD FLAMM, president of WMCA, New York, was to be honor guest at a testimonial dinner tendered by the board of the Infants Home of Brooklyn at the Plaza Hotel, New York, Nov. 14. Among those scheduled to speak were Anning S. Prall, FCC chairman; former Mayor Walker of New York; David Sarnoff, RCA president; Alfred J. McCosker, WOR president; Judge Ferdinand Pecora of the New York State Supreme Court, and Max Steuer, noted lawyer. The same organization gave a tribute dinner to Mr. McCosker last year in recognition of his charitable contributions. Speeches were broadcast by WOR.

Pure Milk to Expand

PURE MILK DAIRY PRODUCTS Co., Chicago, subsidiary of the Pure Milk Association, (Golden Rich Cheese), is sponsoring two quarter-hours of Transradio news flashes weekly on WOR, Newark, and is preparing a new program which will probably be broadcast twice weekly over an MBS hookup. Agency is Hanff-Metzger Inc., Chicago.

Aladdin Lamp Series

MANTLE LAMP Co. of America, Chicago (Aladdin lamps) return to the air on Nov. 7 with *Smilin' Ed McConnell* on two MBS stations (WOR, WLW), Saturdays 9:15-9:30 p. m. with repeat for WLW, 9:30-9:45 p. m. Program is keyed from WLW and was placed through Presba, Fellers & Presba Inc., Chicago.

Alfred W. Erickson

ALFRED W. ERICKSON, 60, chairman of the board of McCann-Erickson Inc., New York, died Nov. 2 in Pasadena, Cal. Mr. Erickson established Erickson Adv. Agency, New York, in 1902 and was in active control until it merged with H. K. McCann Co., New York, forming the present firm of McCann-Erickson. He was the organizer of the Congoleum Co. which later became known as Congoleum-Nairn Inc., Kearney, N. J. and was chairman of this concern at the time of his death. He was also associated with the Bon Ami Co., New York, and Barrett Co., New York. Funeral was held in New York Nov. 6 with H. K. McCann, president of McCann-Erickson; W. H. Johns, chairman of the board of Batten, Barton, Durstine & Osborn; John Benson, president of the American Association of Advertising Agencies; and John L. Anderson, secretary and treasurer of McCann-Erickson, among the honorary pallbearers. Mr. Erickson is survived by his widow.

Reid Heads Rankin Radio

J. LEWIS REID, pioneer radio announcer and one of the original "four horsemen" at the old WJZ in 1923, and later with WOR, Newark, has been named radio director of Wm. H. Rankin Co., New York agency. Last year he arranged transatlantic broadcasts in London for Standard Oil Co. of Indiana. He has a background of theatrical experience.

ATTENTION RADIO STATION SALESMEN!

RADIOADS have a **SURPRISE FOR YOU:** ask your **COMMERCIAL MANAGER**

"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.

1357 No. Gordon St. Hollywood, Calif.

STAR
OF THE
Pacific Coast

★ Men Still Talk About the Gold Rush in California . . . That was in '49.

★ Men are Now Talking about the Gold Rush in California . . . of '36.

★ Millions are Being Spent on San Francisco developments . . . Payrolls are Mounting.

★ The Smart Advertiser is using radio . . . That means KYA in San Francisco.

KYA

The Voice of the San Francisco Examiner

National Representatives: HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

STUDIO AND PROGRAM NOTES

A NEW time-sharing arrangement with the other station on its frequency has been effected by WBNX, New York, providing for the use of 5:30 to 7 p. m. daily, except Sunday, by station WAWZ, Zarephath, N. J., for its religious broadcasts. Formerly staggered at various hours throughout the week, the uniform arrangement makes it possible for listeners to know the schedules of both stations without constant reference to listings. Under the new schedule WBNX is heard from 9 a. m. to 5 p. m. and from 7 p. m. to 1 a. m.

WFIL, Philadelphia, has revived the *Famous Philadelphia Women of Yesteryear* series presented last year by the Philadelphia Club of Advertising Women. Requests for a renewal of the series came from schools, churches, clubs and other groups. The sketches are written and presented by members of the club, of which Miss Edith Ellsworth is president. The radio committee consists of Miss Ruth Clair, chairman, Mrs. A. J. Hild, Mrs. Kay Cavender, Miss Catherine Schafer.

WGR, Buffalo, is broadcasting a new football program *Musical Scoreboard*, sponsored Saturday evenings by George F. Stein Brewery, with Armand S. Weill Co. Inc. producing. Afternoon scores are announced between foolish patter and college music.

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS
National Representatives

In Pupils' Hands

PROGRAM and operation officials of WGL, Fort Wayne, Ind., will take a well-earned vacation one Saturday of each month, beginning Dec. 12, when students of North Side High School take over all broadcasting activities for an entire day. Each Fort Wayne institution above the grade-school class will be given an opportunity to man the WGL helm, and student program directors, operators and production heads will be given all possible cooperation in making their broadcasting venture a success.

TO IMPROVE news coverage, radio stations KOIL and KFAB, Omaha-Council Bluffs, have installed a direct wire from the Omaha fire department's master dispatch and information controls in the telephone building. A loud speaker, has been installed in the news room of KOIL and Omaha branch of KFAB, connected with the fire system. It will also enable the stations to send their mobile broadcasting equipment to the scene of any large fire almost as soon as the fire trucks. All trips of the fire department's new emergency truck are also reported over the loud speaker system. Thus radio stations KOIL and KFAB will get all information quickly concerning suicides, drownings, and other emergency cases covered by the fire department. Emerson Smith, announcer, Bob Cunningham, program director, and Al Bates, engineer, have been awarded badges as members of the department.

WHK 1390 K.C. — WJAY 610 K.C.

"Is the Time I Want Available?"

In Cleveland, *YES*—due to the consolidation of WHK and WJAY. Right now we can give you choice periods on the sole CBS outlets covering one of America's richest markets. We do however suggest immediate reservations. Write or wire us today.

WHK ★ WJAY
CLEVELAND
H. K. CARPENTER
Vice President & General Manager
C. A. McLAUGHLIN
Sales Manager
Also under WHK Management — WHKC, COLUMBUS

BIG CHIEF—Kata Rogeso, Prince of the Solomon Islands and an ordained minister of the Seventh Day Adventist Church, draws big crowd as he is interviewed by Foster May, the *Man on the Street* for WOW, Omaha.

BABY YVONNE, six-year-old child prodigy, has been signed by Iowa Network and was to be introduced on KSO, Des Moines, Nov. 15 in a program featuring public officials, newspapermen and college psychology professor. Her program has been sold to Ungles Baking Co.

PRIMITIVE music is the theme of a broadcast sponsored on WNYC, New York, by the music and dramatic departments of Brooklyn College. Included in the program, first of a series of two weekly broadcasts, was a death song of the Luiseno Indians, from Smithsonian Institution. It was reproduced from the wax cylinder of the original on aluminum.

MEREDITH WILLSON, NBC western division musical director in San Francisco, is conducting a 30-piece orchestra at the 21st Pacific Annual Auto Show, which started Nov. 14 and continues through Nov. 21, in the Exposition Auditorium, that city. It is Willson's first public appearance since that with the San Francisco Symphony orchestra several months ago. He is being sponsored by the Gilmore Oil Co. for the seven day show.

MORE than a quarter-million guests have visited WGN's radio studio building on Chicago's Michigan Boulevard since its opening a year ago. From Oct. 1, 1935 to Sept. 31, 1936, a total of 199,148 persons witnessed the public broadcasts given nightly except Saturday, and 53,862 visitors were conducted through the building on the daytime tours.

KHJ, Los Angeles, has started a quarter-hour sustaining program on Sunday afternoons with violin music by Purcell Mayer, and organ interludes by Gaylor Carter. The program continues without interruption and with no announcement of numbers. It is titled *Forty Words and Music*. The 40 words are the opening and closing lines.

WMIN, St. Paul, has started *Out of the Mouths of Babes*, a childrens' program six afternoons weekly. Dramatics and musical with children participating and reading of poems, stories and the like feature the programs.

THE fourth year of *Pianologues* has been started by WSM, Nashville, with Lawrence Goodman, noted pianist and composer, in charge. The program is used by music instructors as supplemental training for students. Tennessee Polytechnic Institute assigns the programs as home work.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

WTMJ, Milwaukee, has stopped piping sustained dance music from local hotels and ballroms after 10 p. m., instead supplying its own studio dance music. A 13-piece staff dance orchestra has been added, augmenting the 17 full-time musicians. The idea is being promoted heavily as "*Starland Chateau* — no admission or cover charge." Taverns and other enterprises unable to afford their own orchestras are being contacted by direct mail and urged to give their patrons "the finest dance music without changing the dial every 15 minutes." Enough sponsors were quickly signed to pay the cost of the program.

INGLEWOOD PARK CEMETERY Assn., Inglewood, Cal., on Nov. 18 will broadcast its 500th half-hour program on KHJ, Los Angeles, with *Frederick Stark's Concerteers* and soloists. The series is the oldest on the station in point of consecutive service. Paul Winans, radio executive of Advertising Arts Agency, Los Angeles, has produced the program for the last six years.

WHAT happens to lost bank accounts was revealed by WMCA, New York, recently when Frankie Basch, roving reporter, interviewed an executive of Dime Savings Bank.

PARODYING Tin Pan Alley, *The Clown Court*, written, sold, staged and MC'd by Edith Shedlove, "Polly the Shopper" of KSTP, St. Paul, for a half-hour each Sunday afternoon, not only specializes in the novel arrangements of "The Knights of Note", KSTP singing-instrumental organization, but invites listeners to send in their parodies of ditties of the day.

THE FIRST program to be auditioned in the "Blue Room", new audition studio opened recently by WLS, Chicago, was sold immediately. Program is *The Old Timers*, featuring Ralph Emerson, organist, and Hal O'Halloran; sponsor is McKenzie Milling Co., Quincy, Mich. (pancake flour), and the program is broadcast three times weekly; agency is Rogers & Smith Adv. Agency, Chicago.

KSTP, St. Paul, takes its mobile transmitter to University of Minnesota once a week and goes right into classrooms for interviews with instructors and students. The first of the series originated in the speech clinic, where vocal handicaps are corrected.

FONTENELLE BREWING Co., Omaha, is sponsoring mystery dramas on W9XBY, Kansas City, with two programs being presented each Saturday night. The first at 7:30 presents the mystery and announces $50 prize and awards of Robin Hood beer to first listeners who wire the solution to the mystery. At 10:30 the same evening the cast presents the solution and prize winners are announced.

New WJSV Program Chief

FRED A. LONG, for the last four years in the CBS production department in New York, where he handled the Chesterfield and Lucky Strike programs, among others, on Nov. 2 became program director of WJSV, Washington, CBS capital key. He succeeded Wells Church, who resigned in September and went with the Republican National Committee radio division. Mr. Long for four years was with the Yankee Network, part of the time as manager of WEAN, Providence. Lee Little, WJSV announcer, who came to Washington a year ago from KMOX, St. Louis, has been transferred to the CBS production staff in New York.

JEAN PAUL KING, NBC announcer and master of ceremonies, has been signed as *The Globe Trotter* of the Metrotone newsreels.

Procter & Gamble Adds Four on NBC

Also Enlarges "Vic & Sade"; Now Has 14 NBC Programs

PROCTER & GAMBLE Co., Cincinnati has placed four new programs on the NBC networks in addition to enlarging the *Vic & Sade* NBC-Blue series, making a total of 12 five-weekly quarter-hour daytime programs and two evening quarter-hour periods on NBC networks. P & G is understood to be spending more money for daytime radio programs than any other sponsor using NBC exclusively. Last year the P & G account on NBC totaled over $2,000,000 and it will be well over this figure this year.

Through Blackman Adv. Inc., New York, P. & G. placed the following new accounts: *The O'Neill's*, on NBC-Red, also to be broadcast on 11 stations on the NBC-Blue network Mondays thru Fridays, beginning Nov. 16, for Ivory soap. The program will be heard only as far west as Chicago. *Personal Column of the Air*, written by Octavius Roy Cohen, which has been on transcriptions for several seasons, will be transferred to NBC Nov. 16. Discs will continue to be used in one western city and Canada. The program is based on personal columns in metropolitan newspapers. Both the NBC-Red and Blue networks will be used five days a week.

Other Changes

ON NOV. 13 P. & G. discontinued the *Home Sweet Home* (Chipso) period on NBC-Blue network, 11:15-11:30 a. m., turning over the period to *Personal Column of the Air*, which adds WGAR and WXYZ to the Blue network formerly used. In addition the Red network, 2:45-3 p. m., will carry the program to 18 stations in a split network covering the East and South.

Another Blackman P. & G. account (Crisco), with *Vic & Sade* on the NBC-Blue network, Mondays through Fridays, 11:30-11:45 a. m., will add 14 stations to the network. On Nov. 2 WBAL was added; Nov. 16 WXYZ and WGAR will join; Nov. 30, WBZ-WBZA, WMAL, KWK, WMT, KSO, KOIL, WREN, KLO, KGO, KFSD will complete the network.

Drene, P. & G. shampoo, on Dec. 10 will start an unannounced program on three NBC-Blue stations (WJZ, WBZ-WBZA), Thursdays, 7:45-8 p. m. H. W. Kastor & Sons Adv. Co. Inc., Chicago placed the account. Drene is also using WEAF and WMAQ in a two-station hookup in addition to a number of local spot programs featuring Jack Randolph.

Under this new setup P. & G. has the Red network signed from 2:45 to 4 p. m. five days a week and the Blue from 10:15 to 10:45 a. m. period and 11:15 to noon hour plus a single quarter-hour at 9:45 a. m., are under P. & G. sponsorship, making a total of 10¾ hours of broadcast time each week for these daytime programs. The evening programs utilize an hour, once a week, on five stations.

PROCTER & GAMBLE Co., Cincinnati, largest single user of network and daytime broadcasting in the country, reported record earnings of $6,629,564 for the third quarter of 1936.

NEWS
is your best bet
TRANSRADIO

Football in Demand

DODGE DEALERS of Minneapolis and St. Paul, satisfied that Minnesota would be national champions not only in 1936, but in 1937 as well, signed an option for sponsorship of the 1937 games on KSTP, St. Paul. After Minnesota defeated Purdue, Harry Fuller, acting for the dealers, contacted Stanley Hubbard, KSTP general manager, and arranged for the option. Harvey-Massingale Co., Atlanta agency, has bought Saturday afternoon football on WBIG, Greensboro, N. C., for the 1937 season.

Gold Dust Now Hecker

GOLD DUST Corp., New York (Gold Dust, Silver Dust, Shinola, Fairy soap, etc.) has changed its name to Hecker Products Corp., and hereafter the common stock of the corporation will be listed on the New York Stock Exchange under the new name. The change, according to G. K. Morrow, chairman of the board, has been under consideration for some time.

CBS TO TRANSFER STATION LICENSES

APPLICATIONS FOR permission to transfer the licenses of nine of its owned and operated stations from the present licensee corporations to CBS itself were filed with the FCC Nov. 9 by the network. The stations are WABC, New York; WEEI, Boston; WBBM, Chicago; WJSV, Washington; KNX, Hollywood; WCCO, Minneapolis; WKRC, Cincinnati; KMOX, St. Louis; WBT, Charlotte.

CBS explained that the licenses for the stations now are held by its wholly-owned operating subsidiaries. Upon Commission approval, the operating subsidiaries will be dissolved and the stations will be operated directly by the network. "The purpose of this action is to simplify the corporate structure," CBS announced. No change in personnel or in the method of operation of the stations is contemplated.

In connection with the filing of the application, it was explained officially at CBS that the move is being taken because of corporation tax matters and because it would eliminate the holding company aspect. Through a single corporation, moreover, it was stated, CBS feels its organization would become more compact.

In addition to these stations, CBS has entered an agreement to purchase WOAI, San Antonio, for $825,000, subject to FCC approval. It is presumed this station also would be transferred to direct CBS ownership.

"LIFE ON RED HORSE RANCH"—A gripping story of the West with music by "Tex" Owens and The Texas Rangers. Great all-family show for all-family product. KMBC-tested for spot broadcast.

"HAPPY HOLLOW"—Top sustaining mail puller on CBS. Welcomed from coast-to-coast, one of network's most popular programs now is ready to do a sensational selling job-KMBC-built and tested.

"ACROSS THE BREAKFAST TABLE" is making scores late to work in the KMBC Market. It's a grand eye-opener, a "natural" for any home product. On network or spot, it's a sure winner! Wire or telephone

KMBC
OF KANSAS CITY
THE PROGRAM BUILDING AND TESTING STATION
FREE & SLEININGER, Inc., Nat'l Rep.
GEORGE E. HALLEY, Program Sales

Broadcasting To All Homes!

The question of what will meet with universal audience acceptance is a major problem in this business of broadcasting to all homes.

Your program must possess the combined qualities of originality, entertainment value, and sustained interest. It must not only attract but hold the listening audience.

Transco has achieved a national reputation as builders of feature length major productions which have gone on, year after year, producing sales results for sponsors, and profits for the stations presenting them over the air.

In this business of producing electrically transcribed programs for radio, there is no substitute for experience.

One of our field managers is in your neighborhood. He will be happy to give you a complete audition.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street

CHICAGO OFFICE
666 Lake Shore Drive

Tributes to NBC at Big Banquet

(Continued from page 13)

celebration will be able to see as well as hear by radio."

Speaking for the advertiser, Mr. Chester said that industry intends to keep its programs "fine and clean". The advertisers using the nationwide networks, he declared, want the public to like their programs and they seek constructive criticism.

Ovation for Aylesworth

A SPONTANEOUS ovation greeted Mr. Aylesworth when Mr. Sarnoff introduced him as the man who had been selected to head NBC upon its creation. Now divorced from NBC entirely, Mr. Aylesworth declared he looked upon NBC "as a father might see his son". He praised the FCC because it "wisely refrained from interference with the freedom of the air in the programs and policies laid down by the broadcasters and their advisors." In the early days of radio, he added, the policies executed by those pioneers proved to be wise, as evidenced by the development of the art and industry. "Radio," he concluded, "is safe in the hands of the American people."

French Minister Jardillier, speaking in his native tongue, admitted that American radio technique is ahead of that in France. He urged greater interchanges of programs among nations by international rebroadcasting, and congratulated NBC on its progress and leadership. Another visitor, M. Rambert, president of the International Broadcasting Union, told of the work in the formation of that organization, which in a general way corresponds to the NAB in this country, and discussed the problems that confront European broadcasters.

Dr. Coffin commended the action of broadcasters with respect to religious broadcasts. "Radio," he said, "has fostered not merely tolerance, which is a negative quantity; it has fostered mutual understanding and mutual appreciation. It has built up the spiritual solidarity of the land."

Dr. Compton traced the early beginnings of radio in the last century to the present. "As an impartial agency," he declared, "radio has just demonstrated [by the elections] its tremendous power for good in educating the masses of the people regarding the political issues of the day. Whether we like their decision or not, I think we must admit that the people knew what it was all about and knew what they wanted as probably never before."

A lighter note developed when Mr. Sarnoff introduced such figures as Amos 'n' Andy and Rudy Vallee. Amos observed that this actually was not NBC's tenth anniversary; that the birthday came three months ago, and that it just got the network "back from the politicians". And Andy revealed the anniversary was different because they were presented two solid hours of speeches. Vallee suggested that an "anniversary dinner" be held every year and that hereafter the guests should "dutch it".

Seated at the head table, in addition to the speakers, were William S. Paley, CBS president; Alfred J. McCosker, WOR president, and MBS chairman; Postmaster General James A. Farley; Agriculture Secretary Henry A. Wallace; FCC Commissioner Thad H. Brown; General James B. Allison; Edward J. Nally; Hon. William Bondy; Paul D. Cravath; Newcomb Carlton; Walter Damrosch; William Green; Roy Barton White; Maj.-Gen. James G. Harbord; Dewitt Millhauser; Morgan J. O'Brien; James R. Scheffield; Norman H. Davis; Frederick Strauss; Felix M. Warburg; Hugh S. Robertson; John R. Todd; Gerard Swope; Gen. Charles G. Dawes; C. D. Howe; Adml. C. E. Courtney; Edward Johnson; Grover Whalen; Martin T. Manton, and Dr. Harry Woodburn Chase.

At the conclusion of the banquet, a two-hour program of entertainment was offered, featuring outstanding NBC and concert artists.

MEMENTO — This oxidized silver paper weight in the form of a plaque was given each guest at the NBC Tenth Anniversary banquet Nov. 9 to commemorate the occasion. One side is a bas relief conceived by Richard Loederer, of Vienna, and sculptured by Kilenyi. The other carries the inscription: "To those who have shared with us in the advancement of broadcasting."

Hearings on Power

APPLICATIONS of KYW, Philadelphia, to increase its power from 10,000 to 50,000 watts, and of KVOO, Tulsa, to increase from 25,000 to 50,000 watts on Nov. 10 were ordered set for hearing by the FCC Broadcast Division. Both stations operate on clear channels, the former full time and KVOO dividing time at night with WAPI, Birmingham.

SEPARATE STAFFS FOR WHK AND WJAY

PROGRAM production and scheduling of WHK and WJAY, Cleveland, as separate units of a single establishment, already is showing results in the form of a more balanced setup, the stations claim. Executives who headed departments at WHK now have their respective departments for the two stations.

Individual members of the staff are, for the most part, identified definitely with one station or the other. However, this arrangement is not rigid; in special fields such as sports, special events and civic affairs, the person best qualified for each broadcast is assigned to it, regardless of the station over which it goes.

The special events department finds itself in an enviable position when important outside broadcasts come up. The desired time is likely to be available on one station or the other. Also, a number of CBS sustaining programs are being carried by WJAY, in addition to the WHK-CBS schedule. Columbia commercials remain on WHK only, as before. The news services used by the two stations remain separate, WHK broadcasting news from Transradio Press, and WJAY using United Press service.

The following executives and department heads, formerly holding these positions at WHK, now serve in the same capacity for the two stations: General manager, H. K. Carpenter; sales manager, C. A. McLaughlin; production manager, John T. Vorpe; program director, Mary O'Kelley; technical supervisor, E. L. Gove; chief announcer, Russell Richmond.

The salesmen, of course, represent only one station. Each station has its own staff of salesmen, with Mr. McLaughlin in charge of both. Ralph Worden is publicity director and news editor of WHK while Ben Dean is publicity director and news editor of WJAY.

Aitchison Will Address First Radio Bar Session

CLYDE B. AITCHISON, commissioner of the Interstate Commerce Commission, will be the principal speaker at the first dinner of the Federal Communications Bar Association in Washington Nov. 18, the association's executive committee announced Nov. 2. Associate Justice Owen J. Roberts, of the U. S. Supreme Court, is expected to attend, along with members of the FCC and its general counsel, Hampson Gary.

The association, formed this year, has a membership of 135, with Louis G. Caldwell, former Radio Commission general counsel, as president. Aside from the dinner this month, the association plans a meeting in February or March in which a full day will be devoted to business sessions and an evening to dinner and entertainment.

GILMORE OIL Co., Los Angeles, through Botsford, Constantine & Gardner, Los Angeles agency, utilized the public interest in politics late in October for a series of 13 one-minute spot announcements recorded in Hollywood by RCA Mfg. Co. Instead of playing partisan politics, the Gilmore discs urged the audience to "Vote for Gilmore".

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W

Dr. Kurt Wagenfuehr, Lee B. Wallen, David Wald, Everett Walker, Frank Walker, Hon. James J. Walker, C. A. Wall, J. F. Wall, Hon. Henry A. Wallace, Edward Wallerstein, Felix M. Warburg, Harry E. Ward, J. S. Ward, Allen Wardell, Alan G. Warner, Major Albert Warner, Harry Warner, J. C. Warner, J. R. Warwick, Paul Warwick, Roy A. Weagant, J. R. Weatherspoon, Charles A. Webb, W. E. Webb, Floyd Weber, H. H. Weber, Bethuel Webster, Jr., Joseph Weed, Theodore Weicker, Jr., Julius Weinberger, W. H. Weintraub, W. E. Weiss, Robert Welman, H. P. Werner, W. G. Werner, Curtis A. Wessel, R. B. Westergard, Harold P. Westman, Godfrey Wetterlow, Grover Whalen, Harold Wheelahan, R. A. Whiden, George White, Roy Barton White.

R. H. White, Thomas J. White, Hon. William Wallace White, Paul Whiteman, William F. Whitman, Matthew P. Whittall, John Wicks, Chester H. Wiggin, Harry C. Wilder, J. C. Willever, Arthur Willi, F. E. Williamson, Gregory Williamson, Charles E. Wilson, L. B. Wilson, Ward Wilson, John E. Wing, Paul Wing, S. G. Winfield, Ezra Winter, William A. Winterbottom, Henry Rogers Winthrop, Rabbi Jonah B. Wise, Roy C. Witmer, L. A. Witten, Edward Wolf, Albert Woodley, H. A. Woodman, Mark J. Woods, Easton C. Woolley, Frank W. Wozencraft, J. Graham Wright, John Wright, Montgomery Wright, W. L. Wright.

Y

Michael Yamin, Captain H. Yanagihara, Lunsford P. Yandell, Herbert Yates, Hon. Tsune-chi Yil, C. J. Young, Gar Young, George Young, Gordon E. Youngman.

Z

A. L. Zeitung, Edward Ziegler, Frank Zink, Frank T. Zinn, Bruno Zirato, George F. Zook, Dr. V. K. Zworykin.

EXTENSIVE campaigns to promote food gifts at Christmas are being planned by retail grocery organizations, which have adopted the slogan "Give Food for Gifts".

RESULTS! COUNT MOST

Let us acquaint you with our work.

RADIO STATION REPRESENTATIVES NEW YORK CHICAGO

WEED & COMPANY

Talent for Tests ...KEX

KEX is famed throughout the Oregon Country for its masterful production of local programs that are on a parity with Network presentations.

This station with the largest staff of artists, writers and technicians offers exceptional facilities for "Test" programs. Owing to its excellent coverage of this rich market, it is an unusual "buy" for the advertiser who wants to *prove his program* before extending territories.

KEX 5000 watts—1180 K.C. (NBC Blue Network). The only station in Oregon operating on a clear channel. Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco.

RADIO SERVICE OF THE OREGONIAN

J. LEWIS ASSOCIATES

Public Relations Counsel
Specializing in Radio

Hotel Roosevelt New York

Action to Restrain Sale Of KTHS, Hot Springs, To Barton Group Begun

A SUIT to enjoin the sale of KTHS by the Hot Springs (Ark.) Chamber of Commerce to the interests headed by Col. T. H. Barton, prominent Arkansas oil man, was filed Oct. 31 in the chancery court there by Mayor Leo P. McLaughlin of Hot Springs, Richard M. Ryan, Hot Springs attorney, and James H. Head, Texarkana attorney. They charge the president and secretary of the chamber with entering into an "improvident" deal in agreeing to sell the 10,000-watt part-time station on the 1040 kc. channel to Radio Enterprises Inc., a Barton subsidiary, for $75,000, claiming its value without physical assets is "in excess of $250,000".

Col. Barton, through Edward Zimmerman, head of his radio subsidiary, which also operates KARK, Little Rock, and KELD, El Dorado, entered into the purchase arrangement last April 11, and has applied to the FCC for voluntary transfer and for permission to move KTHS into Little Rock. The suit will undoubtedly hold up FCC action. The complaint sets forth that KTHS is the only physical asset of the chamber and that it advertises Hot Springs far and wide, since "in this modern era the chief source of proclaiming the advantags, natural and artificial, of this city is the radio."

On Oct. 20 Arkansas Newspapers Inc., publishing the *Hot Springs Sentinel Record* and *New Era*, *El Dorado News* and *Times* and *Texarkana Gazette*, the latter also owning KCNC, Texarkana, applied to the FCC for a new daytime 100-watt station on 1310 kc. [BROADCASTING, Nov. 1].

WNLC, New 100-Watter, Signs Sponsors Quickly

ON THE AIR only two months, WNLC, recently authorized new 100-watt station on 1500 kc. in New London, Conn., reports it already has 150 sponsors. The station, licensed to the Thames Broadcasting Co., was installed by Prof. Daniel E. Noble, director of the former WCAC, Connecticut State University station now out of existence. One of its features is the transmitter grounding to the railroad tracks nearby.

Roderick L. Morey, of W. Medford, Mass., is president and chief stockholder of WNLC, with Gerald J. Morey, Edwin J. Morey and Mr. Noble each owning 10%. John C. Hinrichs Jr. is advertising manager; Russell Brooks, formerly with WATR, Waterbury, program director; Paul Swimelar, chief announcer; Mrs. Ruth Edgar, in charge of artist bureau; Richard Benvenuti, musical director; Neil Spencer, chief engineer; Francis Garufy, assistant engineer; Joseph P. Dyer, announcer; Leonard Stevens, dramatic director, and Mrs. Lucile Gardner, secretary.

Montgomery Ward Spots

MONTGOMERY WARD & Co., Chicago (mail order), will start a special spot campaign Nov. 23, using three announcements daily on KSTP, WTCN, KOA, WFBR. Agency is Lord & Thomas, Chicago.

When Radio Was a Pup

(*Continued from page 17*)

peared in the Feb. 8, 1923, issue of *Printers' Ink*:

RADIO AN OBJECTIONABLE ADVERTISING MEDIUM

IT IS A MATTER of general advertising interest to record that the American Telephone and Telegraph Co. is trying to establish a new advertising medium. Through its station, WEAF, New York, it is permitting advertisers to broadcast messages. So far the company's venture is only in the experimental stage. As a tryout, it has placed a nominal charge of $100 on a ten-minute talk. During this time about 750 words can be delivered.

The fact that several advertisers have already availed themselves of this service would seem to indicate that there is a demand for it. Just the same, it is our advice to the American Telephone and Telegraph Company to "stop, look and listen" before extending this new branch of its business. The plan is loaded with insidious dangers. The company, itself, evidently recognizes this, as it is proceeding cautiously in this advertising broadcasting experiment. For one thing, it is restricting the number of times a product may be mentioned during the course of a talk. It feels that the radio audience may regard the advertising message as an unwarranted imposition on its time. For this reason, it is insisted that the advertiser make his announcement subtle. No bald statements are permitted.

But regardless of how carefully censored the messages may be, the objection to this form of advertising still stands. Station WEAF has built up its reputation on the fine quality of its programmes. Radio fans who tune in on this station are accustomed to get high-class entertainment. If they are obliged to listen to some advertiser exploit his wares, they will very properly resent it, even though the talk may be delivered under the guise of a matter of public interest or even of public welfare. An audience that has been wheedled into listening to a selfish message will naturally be offended. Its ill-will would be directed not only against the company that delivered the story, but also against the advertiser who chooses to talk shop at such an inopportune time.

There are several objections to the sending out of advertising through radio broadcasting stations, but we are opposed to the scheme principally because it is against good public policy. We are opposed to it for the same reason that we object to sky writing. People should not be forced to read advertising unless they are so inclined. We are opposed to it on much the same grounds that we object to "readers" or press agent dope or any other kind of disguised publicity that inveigles persons to read it on the promise that it is news. Forcing a business proposition under people's noses or into their ears when they are trying to do something else is not the way to win the good-will of these people.

Another point that the American Telephone and Telegraph Company should consider: Much of the radio's popularity is due to the way the newspapers have been playing it up. In many cases they are devoting whole pages and in some cases entire sections to radio developments. The programmes of the various broadcasting stations, which the newspapers publish, is of inestimable value to radio users, and in fact without these published programmes the broadcasting stations would be seriously handicapped. It is certain that the newspapers will not continue to give the radio interests all of this generous cooperation if the broadcasters are themselves going to enter into advertising competition with the newspapers.

ABC Music Ruling

FOLLOWING the action of the Affiliated Broadcasting Co., midwestern regional network, in eliminating its Chicago studio orchestras and musical staff and originating all of its musical programs from Hammond, Ind., James Petrillo, head of the Chicago Federation of Musicians, ruled that no Chicago station may broadcast any ABC musical program. This ruling does not seriously affect the network, as WJJD, its only Chicago outlet, had been carrying few ABC programs, the chain depending chiefly on WIND, Gary, and WWAE, Hammond, for Chicago coverage.

A NEW 250-watt daytime station on 1040 kc., in Peoria, Ill., is sought in an application filed with the FCC by Edgar L. Bill, chief owner of WMBD, Peoria.

Jel-Sert Goes Net

JEL-SERT Co., Chicago (Mapl-Mix, a maple syrup powder), on Nov. 7 started *Melody of Romance*, a program of romantic songs sung by Charles Sears, tenor, and played by Harry Kogen's orchestra, broadcast Saturday mornings, 11:15-11:30, over a coast-to-coast NBC-Blue network. A series of letter-writing contests, offering $100 in cash and ten Mix-Masters for the best letters completing the sentence, "I Like Mapl-Mix Because . . .", will be conducted on the program, each contest running two weeks. Premiums are also being offered to jobbers and jobber salesmen. Agency is Rogers & Smith, Chicago.

WMIN

"The Voice of Minnesota"

1,250,000
Potential Buyers
in the
MINNEAPOLIS—ST. PAUL
Trade Area

8th Largest in the U. S.

LOWEST COST
In The Twin Cities

WMIN
SAINT PAUL, MINNESOTA

HURRY!
HURRY!!
HURRY!!!

- WBAL covers Maryland plus!
- WBAL is growing by leaps and bounds!
- WBAL still has a few spots on its crowded schedule!
- WBAL raises its rates January First!

If you want it at the present rates we caution you to step lively, please.

WBAL

Maryland's Only Clear Channel High Power Station
BALTIMORE, MARYLAND

National Representative: HEARST RADIO
NEW YORK·CHICAGO·SAN FRANCISCO·LOS ANGELES

WJBY Produces Results In Alabama's Second Industrial Market
WJBY
Gadsden, Alabama

Radio and Politics

(*Continued from page 20*)

and accuracy that networks and stations alike won nothing but praise for their efforts. Not only could they enjoy a sense of self-satisfaction for a job well done, but the highest officials in the land and the rival party leaders seemed to be of one accord in their expressions of praise for the non-partisanship shown by radio through election day as through the campaign itself.

Already the networks are beginning to lay plans for covering the inauguration of President Roosevelt and Vice President Garner in Washington on Wednesday, Jan. 20, their tentative plans embracing pickups throughout that day.

Stations depended for election returns upon their network affiliations, their direct news association reports and their local tieups with newspapers; more of the latter were made this vear than ever before in radio's short history, with newspaper publishers now eager to ally their forces with radio. Even without the newspapers, the radio stations were amply protected by the networks, when they had network connections, and by the Transradio, United Press and International News Service reports which are now available to them direct.

Election Coverage

THE networks depended basically upon the Press-Radio Bureau, which combined the AP, UP and INS reports and fed them to NBC, CBS and Inter-City System headquarters in New York. In addition, they had big staffs of tabulators, announcers and commentators at New York and at key points such as Hyde Park, Topeka, Republican headquarters in Chicago and Democratic headquarters in New York. Pickups from various other cities, including some extraordinary features, were frequent throughout the day and night and added bright human interest touches to the broadcasts.

NBC's election setup was directed by Abe Schechter, director of special events; Paul White ran the show for CBS. Comprehensive staffs and scores of pickups were employed in the unprecedented coverage task.

Yankee Network reported that its own news service, fed by INS and its own staff, gave "on the minute" returns until 5 a. m. Nov. 4, with the 11 to 1 o'clock periods sponsored by Dodge automobiles under a $4,000 sponsorship deal. WMCA featured street interviews from the sidewalks of New York, with Larry Nixon as news chief handling the Press-Radio reports. WOR leaned heavily on Transradio Press and joined with MBS for special pickups. WBZ-WBZA, Boston-Springfield, had special setups and newspaper tieups and went after regional laurels with a 24-hour series of features.

WGAR, Cleveland, had Pontiac Motor Co. to sponsor its election reports, and sent out a mobile shortwave transmitter early in the morning to get listener reactions and broadcast advice to the public to "vote early". WFIL, Philadelphia, instead of filling the air with jumbles of figures, broadcast a complete summary of the voting at half-hour intervals, three announcers presenting the state and total figures for each party in *March of Time* style. KFJZ, Fort Worth, reported the local Coca Cola company and a local clothier sponsored its Transradio reports until 1 a. m.

These are only a scattering few of the station features; practically every one of the 600 or more stations in the country had its own stunts and accomplishments to boast of. An innovation was introduced in Los Angeles the night of Nov. 3 when the local A & P food stores bought up all the spot time on KFI and KECA and for six days previous to the election carried spot announcements and bought newspaper space heavily to attract listeners. In addition, it gave away an election tabulation chart at all of its stores.

OLDEST VOTER—Discovered by Boake Carter through one of his Philco broadcasts, Mark Thrash, 115-year-old Negro, was interviewed over WDOD, Chattanooga, by Chuck Simpson, announcer, this broadcast being relayed to CBS as a feature highlight between returns on election night.

Libel Suit Offers Test of Liability

Candidate Sues Iowa Radio System, Newspaper Owner

THE JOINT liability of a station and a political speaker for alleged libels uttered over the radio may again be tested in the Iowa courts as a result of a suit filed Oct. 31 by Harold Cooper, former chairman of the Iowa Liquor Commission, against the Iowa Broadcasting Co. and Verne Marshall, editor of the *Cedar Rapids Gazette*.

Mr. Cooper asks $200,000 damages for a statement impugning his honesty in office alleged to have been made by Mr. Marshall during the recent political campaign in the course of a sponsored speech over WMT, Cedar Rapids. The Iowa Broadcasting Co., subsidiary of the *Des Moines Register & Tribune*, operates WMT and also KSO and KRNT, Des Moines.

Nebraska Ruling

THE ONLY established precedent in such cases developed in 1932 when the Supreme Court of Nebraska held the owner of a station jointly liable with the speaker in cases of defamatory utterances. This developed in the case of C. A. Sorenson, then attorney general of Nebraska, against Richard F. Wood and KFAB, Lincoln, in which Sorenson sued for damages for alleged libelous statements made by Wood over KFAB.

The State Supreme Court decision reversed the finding of the lower court, the latter having assessed damages against Wood, who was candidate in the 1930 elections for attorney general, but absolved the station of any liability. Sorenson had sued for $100,000, but was given a $1 verdict against Wood.

The State Supreme Court's opinion held that the Radio Act of 1927 conferred no privilege to stations to "publish" defamatory utterances and the defense of the station that it is a common carrier was not supported by the evidence. The court held that when one writes libelous words and reads them before the microphone with the consent of the owner of the station, the reader and the owner unite in the publication of libel and may be joined as defendants.

Creamery on Michigan Net

DEVELOPED as a sustainer over WXYZ, Detroit, from an idea furnished by George W. Trendle, president, a half-hour mystery show *Adventures of the Green Hornet*, which has proved highly popular since last January, on Nov. 10 went under the sponsorship of Detroit Creamery Co., big milk distributor. The program is now carried Tuesdays and Thursdays 7:30-8 p. m., over WXYZ, eight stations of the Michigan Network and WSPD, Toledo. Fran Striker, author of the *Lone Ranger* dramas, writes the show, with James Jewell as director. N. W. Ayer & Son Inc., Detroit, places the account.

WJJD has POWER 20,000 WATTS has PROGRAMS THAT BUILD AUDIENCES Gets RESULTS

LET US TELL YOU WHY YOU CAN-NOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION IN CHICAGO!

201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE, N.Y.C.

WKZO KALAMAZOO

PERFECT TEST MARKET

Lake Michigan
MUSKEGON
GRAND RAPIDS
LANSING
HOLLAND
SOUTH HAVEN
BENTON HARBOR
ST. JOSEPH
BATTLE CREEK
JACKSON
THREE RIVERS
STURGIS
WKZO
MRN
1000 WATTS 590 KILO
NBC BLUE
THE NATION'S . . .

DOMINANT!
WESTERN MICHIGAN'S dominant station — serving a great combined market of 125,000 radio families. "Echoes" from outside stations are poor substitutes for reaching the purse strings of this area. Rely on WKZO—a Michigan station for Michigan people!

JOHN E. FETZER • PRESIDENT & GENERAL MANAGER

Representatives • FREE, JOHNS & FIELD, Inc.

"Doing a Peach of a Job in Georgia"
1000 WATTS
WMAZ
MACON, GA.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

California Series Defeats State Tax

Chain Stores Are Successful In Attack on Amendment

THE *California's Hour* program broadcast for several months from KHJ, Los Angeles, to Don Lee network stations in that state was instrumental in bringing about defeat at the polls Nov. 3 of Proposition No. 22, a referendum on a legislative measure placing a heavy tax on chain stores.

Chain retailing groups in the state sponsored the program through Lord & Thomas, Los Angeles. Only sponsor mention was "This program is brought to you by the chain stores of California." The program is credited with having created valuable good will for chain stores, besides leading to defeat of the amendment.

The series will be continued indefinitely, it was announced after the election, and starting with the Nov. 9 program the broadcasts are being handled by college students at California institutions of higher learning.

Community dedication featured the series, with an advance going to each community prior to its particular program to select local artists and publicize the event. Spot announcements were used as well as newspaper publicity. Some 10,000 applicants for places on the program were heard in the first four months of the program, and cash prizes were awarded. Performers were taken to Los Angeles for the programs.

Federal Radio Workshop Repeats College Course

TO ENABLE teachers and others interested in the technique of education by radio to gain practical experience, the Federal Radio Workshop Project, supported by a new grant of $113,000 of WPA funds, has joined with New York University to offer another course in building and producing radio programs, script writing, acting, etc. The session, which repeats the successful course of last summer, lasts from Nov. 9 to Dec. 23. It will be followed by a third session Jan. 4 to Feb. 11. About half the staff of the Radio Workshop is now headquartered at New York University, the remainder being in Washington. The project is under the supervision of Dr. John W. Studebaker, U. S. Commissioner of Education, and is directed by William Dow Boutwell, editor-in-chief of the U. S. Office of Education. The cost of the N. Y. U. courses is $50.

AN AUGURY of the future use of television was provided in London last month when its annual automobile show was televised, the images of the new models being transmitted on the two systems of television now on a daily schedule there.

WHEN IS A CANDIDATE?

Roosevelt, Landon et al Merely Private Citizens; Loophole Claimed in FCC Law

TO THE Editor of BROADCASTING:

In the public interest it would seem time that the relations and rights of broadcast stations as related to time on the air by candidates for public office should be clarified. Most of such discussions have centered about the speeches of "candidates" for President of the United States. Section 315 of the Federal Communications Act says:

"If any licensee (broadcast station) shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station * * *."

"Legally qualified candidate" are the key words. Neither the Constitution nor the laws of the United States make mention of or recognize that there is such a person as a "legally qualified candidate" for the public office of President of the United States. Such a designation is unknown to the laws of the United States. Such laws govern in the interpretation of the law of the United States, known as the Federal Communications Act. The laws of any particular state can have no force or effect in the interpretation of a federal statute. The office of President of the United States is filled by the choice of electors, or failing in such choice by vote of the House of Representatives. Consequently, Mr. Roosevelt, Mr. Landon, Mr. Thomas, Mr. Lemke, Mr. Colvin, and Mr. Browder, when seeking time on the air from any broadcasting station, are simply private citizens who would like to speak over the air; in legal contemplation they are not "legally qualified candidates for any public office" for the reason that any such candidate is unknown to the law, a stranger to its contemplation. One of them will probably be chosen President by either the electors chosen on Nov. 3, or by the House of Representatives.

It follows that any broadcasting station is clearly within its legal rights in granting or witholding its facilities to any such "candidate". No question of policy is here considered. This conclusion is not true as to candidates for elector, for Senator, for Representative, or as respects candidates for any state office.

But the question arises would the FCC be of this view. Here we are not left to conjecture. A station has a dispute or controversy with the Commission over the interpretation of this law, or with an individual seeking radio time. It invokes the power and authority of the United States District Court under the provisions of the Federal Declaratory Judgment Act of June 14, 1934 by appropriate petition and speedily and at slight expense takes the decision of such court on the question and obeys such decision. It is not to be contemplated that the Commission would attempt to punish or deprive a station of its facilities for obeying the decision of a federal court under applicable federal law. The same course of action is open to the Commission.

There are many other matters and questions in which broadcasting stations and their customers have vital interests which are likewise open to speedy and agreeable solution by the use of the mentioned procedural statute.

NATHAN BOONE WILLIAMS,
Attorney at Law
Washington, D. C.

Gas Appliance Spots

GAS APPLIANCE SOCIETY of California, San Francisco (gas ranges), used a series of spot announcements on 15 stations in California in a two weeks campaign which started Oct. 31 and continued through Nov. 13. Four hundred announcements of one minute duration each, both daytime and evening, were used. Stations were KGO, KFRC, KYA, KJBS, KGGC, KSFO, KLX, KRE, KHSL, KFBK, KWG, KIEM, KTRB, KMJ and KERN. Jean Scott Frickelton Adv. Agency, San Francisco, has the account.

Coach A. W. O. L.

ELATED by his team's victory over Minnesota and soaked from sitting for two hours in a driving rain, Coach Lynn Waldorf of Northwestern ran for shelter at the final whistle, completely forgetting his regularly scheduled post-game interview on WBBM, Chicago. Pat Flanagan, station's sports announcer, was forced to carry on alone for the radio audience and the sponsor, Wilson & Co., Chicago (Ideal dog food).

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Reaches an audience of more than a MILLION people within a 30 mile radius in one of Connecticut's most profitable markets . . . . .

BASIC CBS STATION

The Capture of PITTSBURGH

General Forbes did it 174 years ago with an army of 2,500 men.

You can do it today by capitalizing on the showmanship and entertaining programs that have won WCAE the greatest audience in Pittsburgh—capital of America's tenth economic area.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representatives · HEARST RADIO
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

Election Augurs Well for Radio

(*Continued from page 9*)

tions expert of the State Department.

Unrest over the "radical fringe" in the administration that in the past has advocated some form of government operation of broadcasting, also appears to have tapered off. Certain of the so-called "Brain Trusters" during the last administration have attempted to palm off plans for nationalization, but these never got beyond the conversation stage, and were promptly squelched.

At the next session of Congress it is expected that legislation will be introduced which will have a bearing both upon broadcasting and advertising. For example, the beleaguered Copeland food, drugs and cosmetics bill to regulate the sale and advertising of these commodities, is almost certain to be presented, after having failed of enactment at the preceding two sessions — last session even after the Senate had passed it. In its final form, the bill was not regarded as seriously objectionable to advertisers or media, and the fight was on the issue of whether administration should be vested in the Department of Agriculture or the Federal Trade Commission.

Like all other legislation, this bill must start from scratch at the forthcoming session. The fact that extended hearings were held in both House and Senate, however, probably will obviate further investigations. Senator Copeland (D-N. Y.) chairman of the Senate Commerce Committee, it is presumed, will offer the measure, while in the House Rep. Chapman, (D-Ky.) is seen as its leader, having been chairman of the subcommittee which handled it at the last session.

NRA Revival Proposed

ANOTHER disturbing factor is the talk of revival of an NRA or some such similar bureau designed to control labor, wages and hours in industry. A mandatory 30-hour week, sought by organized labor, probably will become the focal issue. It is yet too early, however, to gauge the extent of administration support of such legislation.

The elections which so overwhelmingly returned the President to office also increased Democratic majorities in both houses of Congress. Despite this, however, there appear to be only a few important changes in the offing in radio leadership in either house, or in the chairmanship of committees dealing with it. A possible change in the chairmanship of the House Interstate and Foreign Commerce Committee, charged with radio legislation, is likely because the incumbent chairman, Sam Rayburn, of Texas, is a candidate for both the speakership and the majority floor leadership.

Should Mr. Rayburn succeed in his quest for either of these posts, he would relinquish the committee chairmanship. The ranking Democratic member is Rep. Clarence F. Lea, of California, who would be entitled to the post. Second in line is Rep. Robert Crosser of Ohio.

One rather outspoken critic of radio, Rep. Monaghan (D-Mont.), fell by the wayside even before the elections, having been defeated in the primaries in his state. He was the author of a bill in the last session for government ownership. The passing of Senator Couzens of Michigan, which followed his defeat in the Republican primaries, removed from the Senate Interstate Commerce Committee its ranking minority member. Much interested in radio, Senator Couzens was quite active in the drafting and enactment of the Communications Act of 1934, which created the FCC.

Republican losses on the Senate committee were heavy as a result of the elections. The majority membership, however, remained unchanged, except that it is logically expected that the Democratic personnel of the committee will be increased by virtue of the heavier Democratic plurality on the committee. Republicans defeated were Metcalf of Rhode Island and Hastings of Delaware, the latter a sharp critic of administration policies. Neither, however, figured prominently in radio legislation. Thus, Senator Wallace H. White Jr. of Maine, coauthor of the original Radio Act of 1927, becomes the ranking minority member.

Wheeler Keeps Chairmanship

CHAIRMANSHIP of this committee remains with Senator Bertram K. Wheeler, of Montana. Prior to the adjournment of the last session, he talked about an investigation of the FCC, more on the subject of its telephone inquiry, rather than on broadcasting. Biting in his criticism of certain radio practices, and an opponent of newspaper ownership of stations, the Senator has declared his committee would investigate this phase of regulation. However, the pressure of other legislation, notably railroad holding companies, at this time would indicate that an inquiry into FCC activity will not be on the early agenda of the committee, if at all at the forthcoming session.

Among new members expected on the Interstate Commerce Committee is Senator Arthur H. Vandenberg, of Michigan, one of the strongest of the Senate minority. Seen as the logical successor to the late Senator Couzens, who was from his own state, Mr. Vandenberg since the campaign has shown a new interest in radio. His participation in the suddenly famous "phantom interview" with President Roosevelt by the transcription process has aroused his interest to the point where his friends expect him to seek an assignment on the committee charged with radio legislation.

On the House side, minority representation on both the Interstate and Foreign Commerce Committee and the Patents Committee, the latter charged with copyright legislation, probably will be pared considerably, by virtue of the increase in the Democratic majority. Last session, there were seven Republicans on the Interstate committee and six on the Patents. It is not unlikely that the numbers will be cut to by one or two on each committee.

The Copyright Bill

THREE Democratic members of the Interstate Commerce Committee — Huddleston, of Ala., a loser in the primaries; Corning of New York, who did not seek reelection, and Monaghan — have created vacancies on the Interstate committee. Republican members of the Committee defeated were Cooper of Ohio, and Merritt of Connecticut. Thus Rep. Carl E. Mapes of

PRESIDENT'S GIFT
Executive Has Bulova Charm On Election Day

WHEN PRESIDENT Roosevelt cast his ballot at Hyde Park, N. Y., Nov. 3, the watch chain that adorned his lapel was the one worn by President Andrew Jackson. It was the gift of Arde Bulova, New York watch manufacturer, broadcaster and radio advertiser, who picked up the fox and hound chain at an antique shop and presented it to the President with the wish that he wear it for "good luck." The chain is made of Carolina gold, and in addition to the trinket designs and inscriptions, is adorned with several rough nuggets.

Represented by Wilson-Dalton-Robertson. On Pacific Coast by Walter Biddick Co.

KMA The Earl May Station SHENANDOAH, IA.

How YOU Can Make MONEY out of OIL
● Over a half million dollars a day is the income from oil alone in this field. Much of that money is spent in the Longview area covered by KFRO. Let this station be your spokesman and star salesman! Send for— "THE STORY OF KFRO"
KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEXAS

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Michigan, will become the ranking Republican member.

The makeup of the Patents Committee, from the standpoint of interest in radio and copyright, will remain practically unchanged. It was this committee which considered at the last session the Duffy Copyright Bill, which would have eliminated the $250 mandatory innocent infringement clause, thereby depriving ASCAP and other copyright groups of their most potent weapon. Pro-ASCAP leanings of the Committee Chairman, William I. Sirovich of New York, and of such members as Rep. Lanham (D-Tex.), Kramer, (D-Cal.), and Daly (D-Pa.), blocked action on the bill. All of these members were returned.

Opponents of ASCAP on the Committee, who showed a regard for radio's interests, also have been returned. These include Deen (D-Ga.); O'Malley (D-Wisc.) and Church (R-Ill.).

Membership of the Senate Interstate Commerce Committee, and of the two House committees, as they now appear taking into account results of the elections, but with vacancies under the present bipartisan distribution to be filled at the next session when the Congressional committees are organized, follows:

Senate Interstate Commerce Committee: Democrats — Wheeler, chairman; Ellison D. Smith, S. C.; Robert Wagner, N. Y.; Alben W. Barkley, Ky.; M. M. Neeley, W. Va.; William H. Dieterich, Ill.; Augustine Lonergon, Conn.; Fred H. Brown, N. H.; Homer T. Bone, Washington; Vic Donehey, Ohio; Sherman Minton, Ind.; A. Harry Moore, New Jersey; Harry S. Truman, Mo.; (one vacancy); Republicans — White; Davis, Pa.; (three vacancies); Henrik Shipstead, Farmer-Labor, Minn.

House Interstate & Foreign Commerce Committee: Democrats — Rayburn; Lea; Crosser; Alfred L. Bulwinkle, N. C.; Virgil Chapman, La.; William P. Cole Jr., Md.; Samuel B. Pettengill, Ind.; Edward A. Kelly, Ill.; Edward A. Kenney, N. J.; George G. Sadowski, Mich.; John A. Martin, Col.; Edward C. Eicher, Ia.; Theodore A. Peyser, N. Y.; Thomas J. O'Brien, Ill.; David D. Terry, Ark.; (three vacancies); Republicans — Carl E. Mapes of Michigan; Charles A. Wolverton, N. J.; James Wolfenden, Pa.; Pehr G. Holmes, Mass.; R. Carroll Reece, Tenn.; James W. Wadsworth, N. Y. (two vacancies).

House Patents Committee: Democrats — Sirovich; Lanham; Deen; O'Malley; Matthew A. Dunn, Pa.; Kramer; Daly, J. Hardin Peterson, Fla.; Graham A. Barden, N. C.; John L. McClellan, Ark.; Frank W. Boykin, Ala.; William B. Barry, N. Y.; William P. Connery Jr., Mass.; (no vacancies); R. T. Buckler (Farmer-Labor) Minn.; Thomas R. Amlie (Progressive) Wisc.; Republicans—Fred A. Hartley, Jr., N. J.; Leslie C. Arends, Ill.; Ralph E. Church, Ill. (three vacancies).

Lyon Van Expands

LYON VAN & STORAGE Co., Los Angeles, on Nov. 1 added KNX, Hollywood, and KSFO, San Francisco, to the stations carrying its weekly 15-minute transcription *Moving Stories of Life*, increasing the number to 11. Charles H. Mayne Co., Los Angeles agency, handles the account.

Prall Reasserts Faith in U. S. Radio

(Continued from page 9)

basically. Did they see in radio then a potentially great medium for the molding of public opinion, the education and entertainment of the people, even in the remotest corners of the land? Did they recognize it as a virile, bright advertising medium which ultimately would pay its own way?

These men in typically American fashion made the best of their opportunities. Through proper guidance during its adolescence, broadcasting became the composite newspaper, magazine, concert hall, schoolhouse, church and public forum. True, in the process it developed some of the ailments that are usual with the growing child, but the medical treatment was there, and I like to believe the crisis is passed.

For the Public Good

BUT MORE than that, under our form of government radio has become the purveyor of public good, of enlightenment and of culture. American radio, we believe, is the finest in the world because it has been permitted to develop unfettered by too many restraints of Government. Whatever may be said to the contrary, there is complete freedom of speech over the American ether — only laws and rules of common sense, common decency and libel are the limiting factors. And these should be observed in the spirit as well as in the strict letter.

Broadcasting as represented by our distinguished guests from abroad is generally operated by governmental corporations. These companies are naturally dominated by the government or individuals in power. In some nations the policy is to bar discussion of political questions save what the party in power thinks the public should hear.

In America we believe in private enterprise whenever it can do the job in the public interest. We regard our radio as the rightful heritage of the people, best performed through private operation under careful government surveillance. Radio broadcasting was born in America, nurtured in America and has prospered in America. In the United States, private competitive radio has given the world its greatest open forum for the free and unrestricted discussion of any and all economic and political questions.

As David Pool, a distinguished Rabbi, said, "Radio cannot be made to distinguish between man and man—a free radio recognizes neither class, nor caste nor creed. It is the authentic voice of democracy." In this country we would not seek public ownership of all broadcasting because we feel that it is not conducive to our form of Government. We desire to emphasize the freedom of speech without any restriction on the part of the party in power.

In Europe and in some other nations they have chosen an opposite course. While we recognize they have an absolute right to choose the method of administration of radio they desire, and we recognize that it may even be best for those countries, in the United States we do not feel that the methods which may be suitable in other nations are the best for our public welfare. It is for every country to decide which system it prefers, and our country has decided upon the so-called American system. In this country, we believe that broadcasting can be a medium for promoting good or evil, depending upon the manner in which it is used.

Freedom to Campaign

FOR SOME TIME past, forces have been working for government ownership of all broadcasting in the United States. They have pointed to Europe's government-owned systems in support of their arguments, but lately these proponents of a state-owned broadcasting appear to have become less articulate. Perhaps they have been comparing the free American radio with the methods used in other nations. As an illustration we can take our experience in the recent national elections campaign. A President and a majority of the Congress were elected. That campaign was waged largely by radio. Many think it was won and lost by the oratory over the air, but did President Roosevelt and other administration candidates for public office have the exclusive use of that ether? No indeed they did not. Every American citizen knows that Landon and Knox and Thomas and Lemke and Browder had the right to equal time and got it consistent with their demands and on the same basis. It has been a splendid test of the American system. That is freedom of expression. That is true democracy. That is America.

Banfi in Boston

BANFI PRODUCTS Corp., New York (Montecanti mineral crystals) is using 312 quarter-hour programs in Italian, titled *Montecanti News* on WAAB, Boston, piped from WOV, New York, six times weekly from Oct. 1 through Sept. 29, 1937, in Italian. Agency is Commercial Radio Advertising Service, New York.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*

Only Blanket Coverage

of

Rich Resort - Industrial

Western North Carolina

At the TOP 550 in San Antonio

MAY 6, 1936

Station acquired by KTSA Broadcasting Company, a unit of Hearst Radio—More CBS programs—outstanding local interest programs—promotion.....

OCTOBER 4, 1936

NEW HIGH FIDELITY transmitter—six-page section San Antonio Light—enlarged staff—programs—promotion.

NOVEMBER, 1936

FROM AUTHENTIC LETTERS

COVERAGE! "Uniformly excellent on trip via Dallas—Houston—San Antonio and thence to the Valley."

MERCHANDISING! "This is the finest kind of merchandising cooperation—congratulate you."

RESULTS! "Most effective advertising investment we have ever made. 90% of new accounts both from San Antonio and trade territory attracted by program."

KTSA
SAN ANTONIO, TEXAS

HEARST RADIO *NATIONAL REPRESENTATIVES: NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES*

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

GENERAL FOODS Corp., New York (Diamond Crystal Salt) on Nov. 15 starts *Adventures of Capt. Diamond* on 15 NBC-Blue stations, Sun., 3:15-3:45 p. m. Agency: Benton & Bowles Inc., N. Y.

JERGENS - WOODBURY SALES Corp., Cincinnati (soaps & cosmetics) on Jan. 4 starts *Dangerous Romance* on 39 NBC-Red stations, Mon., thru Fri., 4:30-4:45 p. m. Agency: Lennen & Mitchell Inc., N. Y.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., on Nov. 10 started *Phillips Polly Follies* on 21 CBS midwestern stations, Tues., 10:30-11 p. m. Agency: Lambert & Feasley Inc., N. Y.

JEL-SERT Co., Chicago (Mapl-Mix dessert) on Nov. 7 started *Melody of Romance* on 25 NBC-Blue stations, Sat., 11:15-11:30 a. m. Agency: Rogers & Smith Adv. Co., Chicago.

WILLIAM WRIGLEY Jr. Co., Chicago (chewing gum) on Nov. 9 started *Poetic Melodies*, Mon., thru Thurs., and *Mortimer Gooch*, Fri., on 50 CBS stations, 7-7:15 p. m. with repeat 11-11:15 p. m.

CHRYSLER Corp., Detroit (Plymouth Division), on Nov. 7 started 7 participations in *Yankee Network News Service*, daily p. m. on 10 Yankee stations. Agency: J. Stirling Getchell Inc., Detroit.

CANADA DRY GINGER ALE, Inc., New York, on Oct. 26 started 30 participations in *Yankee Network News Service*, three times weekly, on 10 Yankee stations. Agency: J. M. Mathes Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso) on Nov. 16 starts *Personal Column of the Air* on 16 NBC-Blue stations, Mon., thru Fri., 11:15-11:30 a. m. Agency: Blackman Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso) on Nov. 16 starts *Personal Column of the Air* on 18 NBC-Red stations, Mon., thru Fri., 2:45-3 p. m. Agency: Blackman Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene) on Dec. 10 starts unannounced program on 3 NBC-Blue station (WJZ, WBZ-WBZA), Thurs., 7:45-8 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

ALLEGHANY STEEL Co., Brackenridge, Pa. (stainless steel) on Nov. 27 starts *Stainless Show* on 18 NBC-Blue stations, Fri., 7:15-7:30 p. m. Agency: Walker & Downing, Pittsburgh.

SIGNAL OIL Co., Los Angeles (gas & oil) on Nov. 20 starts for 52 weeks, *Signal Carefree Carnival* on 10 NBC-Pacific Red stations, Fri., 7:30-8 p. m. (PST). Agency: Logan & Stebbins, Los Angeles.

CALIFORNIA CONSERVING Co., San Francisco (CHB food products), on Nov. 17 starts for 39 weeks *CHB House Party* on 12 NBC-Pacific Red stations, Tues., 7:45-8 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

THOMAS COOK & SON-WAGON-LITS Inc., New York (travel service) on Dec. 6 starts *Malcolm La-Prade* on 15 CBS stations, Sun., 2:45-3 p. m. Agency: L. D. Wertheimer Adv. Inc., N. Y.

More Regional Meetings Are Arranged by AAAA

PARALLELING its recent Pacific Coast convention for members west of the Rocky Mountains, the American Association of Advertising Agencies will hold regional meetings for Eastern seaboard members in New York and for Central States members in Chicago. The New York meeting will be held at the Hotel Roosevelt Nov. 19. The Chicago meeting will be held Dec. 3, place to be announced later. Both meetings are for AAAA members only.

Programs are being built with especial attention to interesting and informing agency junior executives, many of whom are unable to attend the national convention of the Association held in the spring, held for the last two years at the Hotel Greenbrier, White Sulphur Springs, W. Va.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Nov. 16 starts *The O'Neill's* on 11 NBC-Blue stations (WJZ, WBZ-WBZA, WBAL, WMAL, WSYR, WHAM, WGAR, KDKA, WXYZ, WLS), Mon., thru Fri., 11-11:15 a. m. Agency: Blackman Adv. Inc., N. Y.

Renewal Accounts

PET MILK SALES Corp., St. Louis (canned milk) on Nov. 3 renewed *Mary Lee Taylor* on 61 CBS stations, Tue., Thurs., 11-11:15 a. m., repeat 3 p. m. Agency: Gardner Adv. Co., St. Louis.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Crisco) adds the following 14 stations to *Vic & Sade* on NBC-Blue network, Mon., thru Fri., 11:30-11:45 a. m.: Nov. 2, WBAL; Nov. 16, WXYZ, WGAR; Nov. 30 WBZ-WBZA, WMAL, KWK, WMT, KSO, KOIL, WREN, KLO, KGO, KFSD.

MBS Billings Up

BILLINGS of Mutual Broadcasting System for October totaled $271,629, an increase of 50.6% against the same month last year. This is the largest monthly gross receipt figure reported by MBS since its organization in 1935.

Life Insurers Discuss Power of Broadcasts in Promotion of Business

THE USE of radio as an advertising medium for life insurance was discussed by three speakers at the national convention of the Life Advertisers Association, comprised of some hundred life insurance companies, which met at the Edgewater Beach Hotel in Chicago Nov. 12-14, and discussed all types of advertising under the general convention theme: "Making Good Advertising and Sales Promotion More Effective".

Opening the radio session on the second afternoon of the convention, C. S. Rathbone, agency secretary of the Occidental Life Insurance Co. of Los Angeles, described his company's experiences in using radio to secure leads, build good will, and recruit new salesmen. Radio was first used, he stated, in conjunction with newspapers, but so outpulled the newspapers in securing direct replies that use of newspaper space was discontinued after a few months. Mr. Rathbone concluded with the statement that "we have no hesitancy in saying that radio as our major advertising medium has been the most important single factor in the rapid growth we have experienced during the past three years."

Karl Ljung Jr., assistant secretary, Jefferson Standard Life Insurance Co., Greensboro, N. C., spoke of the difficulty of finding a radio program which will "attract and hold an audience and at the same time sell our product." Inability to find such a program led his company to use daily announcements on WBIG and newspaper space to offer $50 in cash for the best suggestion for a suitable radio program, the prize to be doubled if the winner is insured by the Jefferson Co. The contest, which runs until Dec. 1, has already produced some good publicity for the company and its agents, Mr. Ljung said, but added that he will be surprised if it results in any usable program ideas.

Final speaker of the radio session was Rensis Likert, head of the research repartment of the Life Insurance Sales Research Bureau, who spoke on "Measuring Sales Effectiveness of Radio Programs".

Universal's Radio Editor

T. L. CHRISTIE, for the last two and one-half years associate editor of the Press-Radio Bureau under Editor-in-Chief James W. Barrett, has been appointed radio news editor of Universal Service, the night report of International News Service. Both of these Hearst services sell their reports to radio stations. Mr. Christie, who started with the *Lansing* (Mich.) *State Journal*, has been with the *Shanghai Post*, *Paris Herald*, *New York Herald-Tribune* and *Associated Press*, and while with Press-Radio Bureau handled the night news reports to NBC and CBS.

RESISTANCE AT THE "COUNTER FRONT" IN KANSAS?

Advertisers, both local and national, who have experienced sales resistance in the Wichita area, have found that regular schedules over KFH send sales mounting to unexpected peaks—that's why our RENEWAL PERCENTAGE is so high, (90%).

WICHITA **KFH** KANSAS

Affiliated with CBS

National Representatives

EDWARD PETRY & CO.

WGH

Gives Live Local Representation In Three Prosperous Cities With Studios and Offices

NORFOLK — PORTSMOUTH —NEWPORT NEWS

No Opera Broadcasts

METROPOLITAN Opera, broadcast direct from the New York stage for the last four seasons, and sponsored one year by Lucky Strike cigarettes and another by Listerine, will not be broadcast this year by NBC even on a sustaining basis as was the case for the last two seasons. The reason is said to be based on "unreasonable" demands made by the local musicians' union. It is understood no commercial sponsor is interested because of the conditions laid down.

Sleetmaster Spots

ANDERSON Co., Gary, Ind. (Sleetmaster, automatic sleet remover for windshields) has signed a 12-week contract with WLW, Cincinnati, for weather forecast announcements seven nights a week, beginning Nov. 29. Sponsor is also negotiating for announcements in New York and Chicago. Schwab & Beatty Inc., New York, has the account.

Royal Goes on Tour

JOHN ROYAL, NBC vice president in charge of programs, during the week of Nov. 16 will leave New York on a 17,000-mile airplane tour of all Latin American countries having broadcasting systems. The primary purpose of his trip is to arrange for the exchange of more programs between NBC and Central and South American countries.

Scott Towels to Start

SCOTT PAPER Co., Chester, Pa. (paper towels) on Jan. 20 will start a variety program on 5 NBC-Pacific Red network stations, Wednesdays and Fridays, 3:45-4 p. m. (PST), programs to run 26 weeks and originate in San Francisco. J. Walter Thompson Co., New York City, is the agency.

BERRY BROTHERS Inc., Detroit (paint) is recording 13 five-minute WBS transcriptions to be placed on some 30 stations through local dealers. Maxon Inc., Detroit, is agency.

DAVID SARNOFF, RCA president and NBC board chairman, has donated $5,000 in cash as a personal gift to be used for scholarships to the 50th anniversary alumni fund of Press Institute, Brooklyn, of which he is an alumnus.

Direct Mail Tiein With Radio Shown

Plans Used by NBC Sponsors Described by Mr. James

WITH broadcast merchandising now on an established basis nearly every campaign on NBC gets "this added impetus to sales", E. P. H. James, promotion manager of NBC, declared at a recent meeting of the Direct Mail Advertising Association.

Taking a fictional "American Soup Co." as an example, Mr. James described a merchandising campaign and its relation both to radio and direct mail, in this way:

"First, the American Soup Co. wants to build an audience right from the start. To accomplish this they will use some things not in the direct mail category, such as spotlights and advertising tieins and addresses at conventions. But, realizing the importance of direct mail too, the company will also give each employe five program announcement postcards and ask them to mail the cards to friends. They will use stickers on the company mail, etc.. etc.

The Use of Tieins

"SECOND, the American Soup Co. wants to capitalize on and enhance the sales value of the program, so they use broadsides to dealers, which are convertible into window stickers; a special article in their house organ; a booklet to offer over the air; weekly bulletins for salesmen and other employes; a salesman's portfolio to be shown to dealers, etc., etc.

"I said that the need for the use of broadcast merchandising was recognized, established. That's true. But of special importance to this group of direct mail users and suppliers is the need for still better planning in direct mail radio tieins. From the minute an advertiser decides to go on the air—and as far ahead of the initial broadcast as possible—he should organize and plan his broadcast merchandising. It is not right to wait and have broadcast merchandising get started after the program is on the air. Probably the most important and most effective time is in the weeks of the first few broadcasts."

Mr. James told of the 2,000,000 entries being received each week by American Tobacco Co. in its *Hit Parade* contest for Lucky Strike cigarettes and told of the distribution of 20,000,000 entry blanks in six weeks.

Bigelow Carpet Discs

BIGELOW-SANFORD CARPET Co., New York, has offered dealers a series of eight transcriptions for local placement, along with continuity and decoratest material. Programs are based on the company's autumn campaign on Mutual network. Theatre tieins, sample folders and other material are included in the "Christmas package", as Bigelow terms its offer.

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

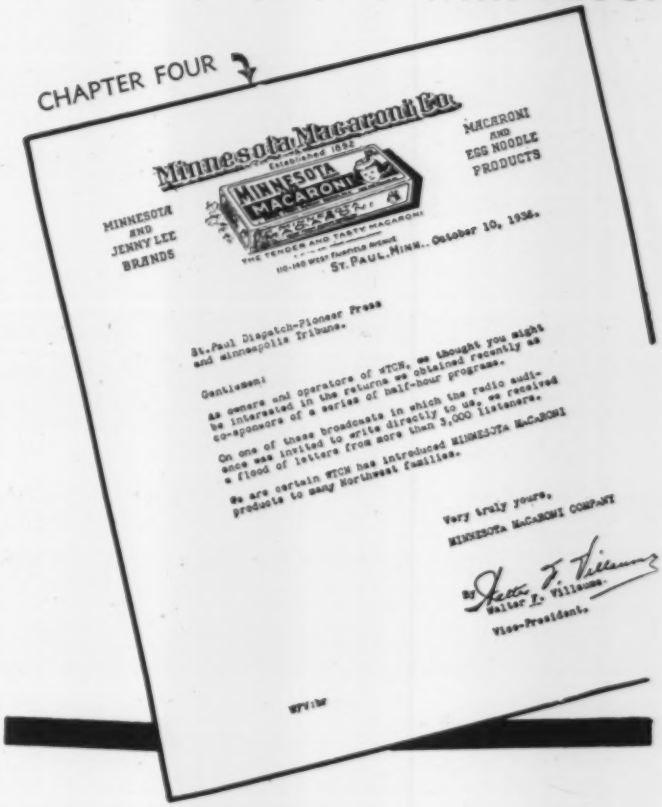
KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

STANDARD RADIO INC.
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

Good Reading for Alert Advertisers

A Serial Story Entitled "WE ARE GOOD"

by WTCN . . . . . WITH PROOF


CHAPTER FOUR
Minnesota Macaroni Co.
Established 1892
MINNESOTA MACARONI
MACARONI AND EGG NOODLE PRODUCTS
MINNESOTA AND JENNY LEE BRANDS
St. Paul, Minn., October 10, 1936.
St. Paul Dispatch-Pioneer Press and Minneapolis Tribune.
Gentlemen:
As owners and operators of WTCN, we thought you might be interested in the returns we obtained recently as co-sponsors of a series of half-hour programs.
On one of these broadcasts in which the radio audience was invited to write directly to us, we received a flood of letters from more than 3,000 listeners.
We are certain WTCN has introduced MINNESOTA MACARONI products to many Northwest families.
Very truly yours,
MINNESOTA MACARONI COMPANY
By Walter T. Williams
Vice-President.

WTCN
ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION
Minnesota Bldg., St. Paul — Wesley Temple Bldg., Minneapolis
FREE & PETERS, INC.
(Formerly Free & Steininger, Inc.)
National Representatives

Ruling in KVOS News Case Expected Within Few Weeks

Property Right in News at Issue as Supreme Court Hears Argument on Appeal From Circuit Court

THE RIGHT of broadcasting stations to pick up and broadcast news reports published in newspapers once they are sold in the usual way will be finally adjudicated by the U. S. Supreme Court which on Nov. 11 heard arguments in the case of the Associated Press vs. KVOS, Bellingham, Wash.

KVOS appealed to the highest tribunal from the decision of the Circuit Court of Appeals, rendered last Dec. 16, in which it was held the station improperly "pirated" Associated Press news dispatches in a manner that constituted "unfair competition". The Circuit Court had reversed the opinion of Federal Judge John C. Bowen, of Seattle, rendered in December, 1935, which had held that stations had the right to broadcast news from newspapers after they were available for sale. Judge Bowen had held that the advantage of radio in getting the news faster to remote places was simply another milestone in progress, and that radio must be looked upon as a modern means of news dissemination which cannot be blocked for the protection of "private investment" in newspapers or press associations.

Argument of Counsel

THE HIGHEST tribunal listened intently to the arguments advanced by William H. Pemberton, of Olympia, Wash., counsel for the station, and by John W. Davis, former Democratic presidential nominee, as counsel for the AP. Chief Justice Hughes and Associate Justice Brandeis led the questioning. The case, in regular order, will come up for conference among justices of the court, and one of them will be assigned to write an opinion. The court probably will recess Nov. 21 until Dec. 7, during which time the justices will be engaged in writing opinions. According to competent observers, an opinion in the case is not likely before Dec. 7 and may not be handed down even at that time.

The case came to the Supreme Court on appeal after the Circuit Court had enjoined KVOS from broadcasting AP dispatches published in newspapers affiliated with it. The appeal to the circuit court, but not to the Supreme Court, was partially financed by contributions from stations made through the NAB — an action which brought objections from a number of newspaper-owned stations.

In opening the arguments Mr. Pemberton contended that the press association suffered no damage by virtue of KVOS broadcasts of the dispatches since it was in no wise a competitor. If anyone was damaged, he said, it was the *Bellingham Herald*, AP newspaper in the same city, from which some of the news items were purportedly taken. He said KVOS broadcast the news in the morning five hours after the Bellingham paper was published and in the evening three hours after publication.

"The question is," he asserted, "whether a news item published in a newspaper has been dedicated to the public and whether a radio station can give excerpts of a news item to the public."

Declaring that the station is not in competition with the AP, Mr. Pemberton asserted that the corporation as an entity is not affected. "The only ones affected are three of its members and that does not give the Associated Press a cause of action."

"This is the same Associated Press as in the International News Service case, is it not?" asked Justice Brandeis. "They have the same property right in news as in that case, have they not?"

Mr. Pemberton declared this was not the case, since the news broadcast by KVOS already had been published, whereas in the INS case, in which property rights in news were established, there was the question of piracy prior to publication. Responding further to Justice Brandeis, Mr. Pemberton declared there was "no fraud or misrepresentation," pointing out that the information was procured by buying a copy of a newspaper and small portions of the news thereafter were broadcast.

"The Associated Press," he continued, "contends we have no right to use that news because its full commercial value had not been exhausted in that community. That is the only thing there is to this case."

Chief Justice Hughes asked where the damage occurred, and Mr. Pemberton said the AP contended that "we should not use the news until after it had reached all the subscribers."

"We claim that no damage has been shown to the Associated Press," continued the attorney. He added that it was "mere speculation" to say that broadcasting news increases the value of radio advertising and decreases it for the newspapers. "In fact," he said, "our broadcasting of news increases the circulation of newspapers. If that were not true 120 of the largest newspapers would not have established their own radio stations."

Aid to Circulation

JUSTICE BRANDEIS inquired whether persons stopped taking newspapers because of the broadcasts, and Mr. Pemberton replied that on the contrary he felt the circulation of the newspaper has increased.

Opening arguments for the AP, Mr. Davis asserted KVOS was charged with "unlawful piracy" of news of the *Bellingham Herald*, *Seattle Post-Intelligencer* and *Seattle Times*, all AP members, and that this constituted unfair competition and improper use of another's property. He said the advertising rates of the station are higher for news broadcasts than at other times. The AP, he argued, was "injured and damaged" by the fact that its news was disseminated by radio before the papers could reach subscribers.

"This case," Mr. Davis continued, "is absolutely governed by the International News Service case and all attempted distinctions must fall."

As for the KVOS contention that it obtained its news from a radio news service, Mr. Davis declared that 183 "literal reproductions of articles" carried by the AP had been broadcast over KVOS.

"Was the Associated Press given credit for the news?" asked Justice Brandeis. Mr. Davis responded in the negative, asserting "that was eliminated."

When Justice Brandeis asked whether the AP would object to distribution of its news to all the

C.C.Group Meeting

A MEETING of the Clear Channel Group of 13 stations operating on exclusive waves has been called for the Palmer House, Chicago, Nov. 21 by Edwin W. Craig, vice-president of WSM, Nashville, and chairman of the Group. The broadcasters, among other things, will discuss continuance of the organization formed two years ago for the purpose of protecting the status of clear channels and of advocating superpower. Louis G. Caldwell, Washington attorney, is counsel and presented the Group's case before the FCC hearings in October.

WNOX

ALONE COVERS
THE RICH
WNOX-KNOXVILLE
MARKET

• • •

RETAIL SALES
$117,745,000

KNOXVILLE, TENN.

WABY

NBC BLUE
ALBANY OUTLET

NOW ON THE AIR
WITH
NEW COLLINS TRANSMITTER

INTENSE COVERAGE

Why . . .

Did a Rockford merchant go 142% over quota in sale of $70 ranges after making 5 radio announcements?

• • •

The Answer Is—

WROK

ROCKFORD, ILLINOIS
1410 K.C. 500 Watts

We serve
a 64½ Million Dollar Market
Almost EXCLUSIVELY during the daytime.

1000 Watts 1260 Kc. **KGVO** Missoula Montana

Columbia Broadcasting System Affiliate

barbershops in a city, Mr. Davis responded: "I don't think it would be any less piracy because the audience was so limited. If that was done within the period in which the news was still of value to the newspapers, I think it could be enjoined."

"Do you object to broadcasting the language or the facts?" Justice Brandeis asked.

"I object to piracy of our formulation of the facts," Mr. Davis declared, asserting that the radio stations are "competitive solicitors of advertising."

"Pirating" of news of this character, Mr. Davis added, might in time place newspapers at the mercy of the radio stations. The damage, he declared, was a question not only of actuality but of potentiality, on the ground that the news picked up by KVOS had monetary value and had been collected at substantial cost to the AP.

The issue the court must decide is whether it will allow a permanent injunction by which KVOS, and as a consequence, all other stations, would be restrained from broadcasting its news until 18 hours after publication. The circuit court had held, in granting the injunction, that KVOS should not broadcast any AP news for the period following publication of its newspapers during which the broadcasting of the news to KVOS' "most remote auditor may damage the complainant's paper business of procuring or maintaining their subscriptions and advertising."

Ohio Partners Seeking New 50,000-Watt Station

ASKING that WTBO, Cumberland, Md., be moved off 800 kc. and onto 810 kc., M. Smith Davis and C. A. Thompson as "The Ohio Farmers Broadcasting Co." applied to the FCC Nov. 12 for a new limited time 50,000-watt station to operate on 800 kc. at Johnstown, O. Their application stated that the concern was a partnership and that the partners are individually and indirectly interested in construction and financing. WTBO operates daytime on 800 kc., which is the clear channel of WFAA-WBAP, Dallas-Fort Worth. The 810 kc. is the clear channel of WCCO, Minneapolis, on which WNYC, New York operates limited time.

Shifts at WBBM-CBS

RICHARD N. CHINDBLOM, production director of the WBBM-CBS Chicago staff for the past ten months and previously an engineer at WBBM, on Nov. 9 was made assistant program director of WBBM, succeeding Ben Paley, who is assuming a new position in Hollywood. Bob Hafter, who recently came to Chicago from St. Louis, where he was program director of KMOX, steps up to the post of production director.

Teleprograms in Gotham

TELEPROGRAMS Inc., located at 10 E. 40th St., New York, a wired radio service similar to Muzak Inc., has been organized by J. R. West, formerly an executive of Electrical Research Products Inc. Mr. West is president of the new firm and John Barr is sales manager. Other members are Edward H. Crandall, James E. Knott and Martin Sweeney, hotel operators; A. B. Jones, chairman, New York Tunnel Authority; Arthur Marks, president Aeolian-Skinner Organ Co. William Powers, Skouras Theatres and Fox West Coast, is general counsel. The firm is piping programs from 711 Fifth Ave., New York, and is using WBS library recordings. Erno Rapee, Radio City Music Hall musical director, is music consultant for the firm, a licensee of Western Electric.

Ford-M-G-M Deal

REPORTS that Ford Motor Co., Detroit, is negotiating with M-G-M for exclusive radio rights to its movie stars could not be confirmed at M-G-M or at the Ford agency, N. W. Ayer & Sons Inc., New York, as BROADCASTING went to press. The three-year contract under which Waring has broadcast exclusively for Ford, using both CBS and NBC-Blue networks, expires in December and it is understood that the contract will not be renewed. In addition to the Waring program, Ford broadcasts the *Sunday Evening Hour* on CBS.

VERNON RADCLIFFE, formerly of the New York NBC production staff, has joined N. W. Ayer & Son Inc., New York, to handle production of the *Sealtest Saturday Night Party*.

Lawyers Criticize Good Will Court

BANNING of the *Good Will Court*, sponsored over the NBC-Red and Intercity System networks by Chase & Sanborn, was recommended Nov. 11 by the New York County Lawyers Association, the directors of which approved a report of a special committee investigating the feature.

As a means of ending the broadcasts, the committee's report had recommended that a rule be adopted by the appelate division against the participation of lawyers in such activities. Simultaneously, the Association's Committee on Professional Ethics disapproved giving legal advice by radio and by mail.

The committee's report stated that A. L. Alexander, who conducts the program, is not a lawyer, and that persons acting as judges are either former judges or sitting judges in New York City. It was charged also that the presentation is one-sided and that the advice "is accompanied by the announcer's solicitation to purchase the sponsor's coffee."

Nestle's Tests on KDKA

NESTLE'S MILK PRODUCTS Inc., New York, (Nestles chocolates) are using *Style & Shopping*, quarter-hour program, twice weekly on KDKA, Pittsburgh, in a test campaign. Lord & Thomas, New York, has the account.

GUS REINIGER, NBC Thesaurus representative, has left on a good-will trip through the South and to the West Coast.

Intense Coverage in any Section or the Entire Nation

How much of the national market are you covering?

How much additional territory could you cover profitably?

The National Brokerage Company can secure distribution for your product and give you intense coverage in any section of the country or in all sections —efficiently and economically.

It offers manufacturers of food products or grocery specialties a practical, close-contact, result-getting service without waste or lost motion. A service that will definitely increase sales and keep them on the upgrade profitably.

Charges are nominal, based on actual sales.

Inquiries are invited from manufacturers whose products are suitable for wide distribution.

National Brokerage Company

A National Sales Organization

Edward M. Power, Jr., *President*

OLIVER BUILDING -:- PITTSBURGH, PA.

A Few Simple Words!

WE have just concluded a week of gala festivities celebrating our Tenth Anniversary of friendly broadcasting service to Eastern Ohio, Western Pennsylvania and Northern West Virginia. We could elaborate on the enormous interest evidenced in the celebration — we could glory in the 6,000 WWVA fans who paid to see their WWVA favorites in action in a glorious Tenth Anniversary Jamboree celebration—but we're not. Somehow, all the thrills—all the satisfaction —all the accomplishment associated with ten years of friendly service are summed up in these few, simple words which closed one of the many congratulatory letters we received from our friendly listeners:

"I am writing these few lines in just simple words, but I hope you will understand how I have tried to tell you how much I appreciate your station and its friendly service."

There is nothing we can add to such a simple, straightforward and sincere evidence of listener loyalty, except, perhaps, to say that it is worthy of every radio advertiser's serious consideration.

National Representatives

JOHN BLAIR & CO.

NEW YORK . . . CHICAGO

DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS

WWVA

1160 KILOCYCLES

Television Impresses the Radio Industry

(Continued from page 12)

nessed a rather crude demonstration in Chicago in 1929. Although it is not perfect, we should realize that television is almost upon us. In my opinion, it will completely revolutionize the radio industry, especially with respect to the production of programs. RCA deserves much appreciation from the industry."

William E. Vogelback, WIRE, Indianapolis—"Comparing my impressions of the first radio performance I listened to with this latest initial television impression, I am struck by the very much higher degree of perfection which the television performance had to offer. We all knew that television was here in some form. We are amazed that it has reached the stage now evident."

Ralph Miller, WKY, Oklahoma City—"To me today's television demonstration was the most interesting and absorbing thing I have ever seen. It opens up a whole new world. Television after it gets a little further along will revolutionize many forms of business, such as communications, banking, etc. The difficulties already overcome by television would seem to guarantee early general television transmission and reception."

Ray V. Hamilton, KFRU, Columbia, Mo.—"After seeing the television demonstration I am convinced that if Mr. Roosevelt had had television he would have carried Maine and Vermont also."

R. S. Thurston, KGU, Honolulu—"The demonstration was impressive, the results better than expected. This opens up an extremely interesting problem, especially to those of us located 2,400 miles southwest of San Francisco where we have mountains up to 14,000 foot elevations."

O. B. Hanson, NBC chief engineer, and C. W. Horn, NBC development director, were in charge of the demonstration under President Lohr. Attending, in addition to several dozen NBC executives, were the following:

Maj. Gladstone Murray, general manager, Dr. Augustin Frigon, assistant general manager, and N. L. Nathanson, director, Canadian Radio Corp.; Minister of Transport Howe, Ottawa; C. P. Edwards, Department of Transport, Ottawa; Robert T. Convey and Dan Seyforth, KWK, St. Louis; John D. Ewing, KTBS, Shreveport, La.; Harry C. Wilder, WSYR, Syracuse; Campbell Arnoux, WTAR, Norfolk; Harold Wheelahan, WSMB, New Orleans; A. H. Ginman and J. H. Thompson, Canadian Marconi Co., Montreal; R. S. Thurston, KGU, Honolulu; Herbert M. Peck, J. L. Meyerson and Ralph Miller, WKY, Oklahoma City and KLZ, Denver; D. E. Kendrick and William E. Vogelback, WIRE, Indianapolis; E. H. Butler, A. H. Kirchhofer and Edgar H. Twamley, WBEN-WEBR, Buffalo; Frank M. Smith, WLW-WSAI, Cincinnati; George F. Booth and John Storey, WTAG, Worcester; John Shepard 3d, WNAC-WAAB, Boston; Paul Morency, WTIC, Hartford; Martin Campbell, WFAA, Dallas; Hope Barroll Jr. and Purnell H. Gould, WFBR, Baltimore; Andrew W. Cruse, U. S. Department of Commerce; Palmer W. Hoyt, KGW-KEX, Portland, Ore.; E. A. Hanover and William Fay, WHAM, Rochester; George W. Norton Jr. and Nathan Lord, WAVE, Louisville; Walter J. Damm and Donald Abert, WTMJ, Milwaukee; W. J. Scripps, Easton Woolley and J. S. Whitcomb, WWJ, Detroit; James C. Hanrahan and Jack Howard, Continental Radio Co. (WNOX, WCPO, WMC, WNBR); Gardner Cowles Jr., Iowa Broadcasting Co. (WMT, KSO, KRNT); Elsey Roberts and Ray Hamilton, KFUO, Columbia, Mo.; Charles A. Webb and Don S. Elias, WWNC, Asheville, N. C.; A. L. Glassman, KLO, Ogden, Utah; Joseph Lopez, WICC, Bridgeport, Conn.; James S. Jennison, WEAN, Providence; John J. Boyle, WJAR, Providence; Roy M. Lynnes, WLS, Chicago; Harry J. Grant, Milwaukee Journal; Robert S. Maslin, WFBR, Baltimore; James Moroney, Dallas News.

HOME TELEVISION—This is an experimental televisor, using the 9-inch tube whereas the 12-inch tube will undoubtedly be used by RCA when it commercializes these receivers. The Kinescope tube's screening surface is reflected onto an upright mirror. Dials similar to those on sound receivers are manipulated for tuning—14 of them, which will be reduced in number eventually. When television is ready for market, this is about how the home receiver will look.

Industry Figures Invited

THE Nov. 12 television demonstration, which was opened to the industry at large, brought acceptances from several hundred persons. It was held under auspices of the RCA Mfg. Co., with I. R. Baker, chief of transmitter sales, in charge. The acceptances came from the following, among others:

New York State—William S. Paley, Paul W. Kesten, Adrian Murphy, A. B. Chamberlain, E. K. Cohan, P. C. Goldmark, E. Drewes, J. E. Forsander, J. M. Dyer, Henry Crossman, J. Hollywood, and E. V. Akerberg, CBS; Donald Flamm, WMCA, New York; Clarence Wheeler and Maurice Clarke, WHEC, Rochester; Lillian E. Kiefer and Anthony Napolitano, WMBQ, Brooklyn; Frank R. Clarke and W. H. Reuman, WWRL, Woodside; Rabbi Aaron Kronenberg and Oscar Kronenberg, WARD, Brooklyn; Arthur Faske and Louis W. Berne, WCNW, Brooklyn; W. J. Hodge and W. I. Lucius, Johns-Manville Sales Corp.; W. J. Williams and Prof. H. D. Harris, WHAZ, Troy; M. A. Howlett and A. R. Goux, WBBR, Brooklyn, Alfred J. McCosker, Theodore S. Streibert and Jack R. Poppele, WOR; I. R. Lounsberry, WGR-WKBW, Buffalo; Peter J. Testan, Jr. and J. Calloway, WBBC, Brooklyn; C. D. Mastin and L. H. Gilbert, WNBF, Binghamton; Roy L. Albertson, WBNY, Buffalo; E. B. Fitzpatrick, WHDL, Olean; Dale L. Taylor, WESG, Elmira; Frank Tripp and John T. Calkins, Gannett Newspapers, Elmira; Jack Strauss, Bamberger Broadcasting Service; Loren Watson, Associated Music Publishers; Richard O'Dea, B. Judis and Max Weiner, WNEW, New York; Frank Marx, WMCA, New York; Henry Greenfield and Alexander Kahn, WEVD, New York; Kolin Hager and Chester H. Lang, WGY, Schenectady; I. Brimberg, WNYC, New York; J. Iraci and H. Kay, WOV, New York; G. F. Bissell, WMFF, Plattsburg; Fred Waller, Harry Cuthbertson, Austin Keough, and A. J. Richard, Paramount News; Harold Lawrence, Power City Broadcasting Co., Niagara Falls; Louis K. Sidney, WHN, New York; Louis Totah, WSVS, Buffalo; Harold Smith, WOKO-WABY, Albany; Roy Howard and James C. Hanrahan, Continental Radio Corp.; Emile Gough and O. H. Tunell, Hearst Radio Inc.; C. Horstman, RKO;

New Jersey—Norman Reed and Martin Griffin, WPG, Atlantic City; Paul B. LaStayo and D. D. Jones, WAAT, Jersey City; N. Wilson, WAWZ, Zarephath; Paul Harron and A. W. Burnham, WHOM, Jersey City.

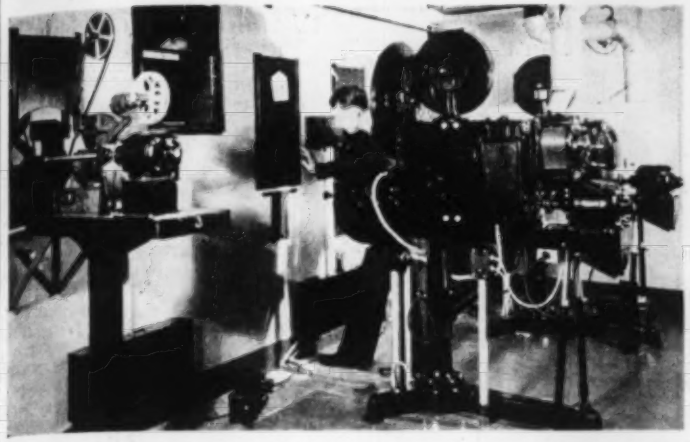
Pennsylvania—Donald Withycomb, Roger Clipp and Samuel R. Rosenbaum, WFIL, Philadelphia; Leon Levy and Jack Leitch, WCAU, Philadelphia; A. W. Dannenbaum and A. W. Dannenbaum, Jr., WDAS, Philadelphia; L. H. Bailey and W. P. Ogelsby.

(Continued on page 77)

X
MARKS THE SPOT
FOR YOUR SPOT CAMPAIGN IT'S
WSOC Charlotte, N. C. an NBC Affiliate

CHOOSE A LIVE SPOT
$100,000,000 Cotton Crop
"THE VOICE OF MEMPHIS"
CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere
Wide Range Transmission—5,000 Watts Power
WREC
NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

KVI
COVERING THE TACOMA SEATTLE MARKETS
SEATTLE TACOMA
FREE & PETERS, Inc.
National Representatives
NOW . . . 5000 WATTS
Now operating with 5,000 watts daytime, 1,000 night, on 570 kc—with NEW Western Electric high fidelity transmitter—NEW 444-ft. Truscon tower—NEW, finest (salt water) transmitter site. CBS station.
Use the New (Salt Water) KVI



TELEVISION SCANNING ROOM — This photograph shows the film projecting machine (center) which operates much like a motion picture theatre projector but feeds into the Iconoscope camera. Since film subjects will undoubtedly furnish a large part of the program material for television, just as transcriptions now provide much of the program material for sound broadcasting, this is probably how the projection room of the average radio station will look when sight joins sound.

Magazine, Newspaper Radio Editors Favorably Impressed by NBC Television

By ROLAND C. DAVIES

APPROXIMATELY 275 magazine and newspaper radio editors from New York and other cities were taken behind the scenes of television Nov. 6 by RCA and NBC in New York for their first glimpse of visual broadcasting under practical field conditions, representing a complete program built for entertainment value as well as for a demonstration of transmission.

The 40-minute television program, well-rounded in its entertainment quality with the combination of "televised" addresses by David Sarnoff, RCA president, and Lenox R. Lohr, NBC president, moving pictures and studio acts of singing and dancing, created a highly favorable reaction among the radio editors as to the future of visual broadcasting as an entertainment medium. The "live" acts or the performers in the NBC studio won the greatest praise from the radio writers as programming which would be of the type to win public interest.

Large Tube Shown

A FEATURE of the demonstration was the first showing of a new 12-inch receiving tube which reproduced a picture on a 7¼ by 10½-inch screen, the largest screen yet employed which is capable of commercial adaptation. The pictures on this new screen were reproduced in yellowish tones which seemed more restful to the eyes than the green screens that have been used on the previous 5½ by 7¼ inch sets with 9-inch kinescopes. Three sets with the larger screens were interspersed with a dozen sets with the smaller screens in the receiving studio.

Another featured portion of the demonstration was a film reproduction by television of a tour through the NBC Television Studios in the RCA Building, showing the construction of the studios specially adapted to television technique, taking of television pictures in the studios and the transmitter station on the Empire State Bldg. One of the "hits" of the program was the singing of Hildegarde, "the Television Girl", who played in one number her own piano accompaniment. An excellent bit of tap dancing by another performer and comedy dialogue and singing by the Inkspots, a colored quartet, also demonstrated the versatility of televised programs.

The program developed applause just as occurs in motion picture theatres. The showing of President Roosevelt in a news film produced a burst of applause, while the appearances of Betty Goodwin, of the NBC Press Department, who is now designated NBC television announcer, were received cordially.

Mr. Sarnoff's Views

RCA President, David Sarnoff, disclosed in an address from the television screen that RCA is planning to expand its field tests by increasing the number of observation points in the New York metropolitan area and by raising the standards of transmission. He declared that RCA will rearrange its present transmitting and receiving apparatus with 343-line definition to adopt a 441-line definition standard. While this will mean the rebuilding of the present equipment, Mr. Sarnoff said that standards cannot be frozen prematurely or progress will be prevented, although he noted frequently changing standards means rapid obsolescence of television equipment.

Television progress in the United States is giving this nation "an unquestioned position of leadership" in the art, Mr. Sarnoff declared, saying this leadership occurred in research, laboratory development and technical demonstration. He explained that the field tests of RCA since Sept. 1 had exceeded expectations and one location, 45 miles from the transmitter on the Empire State Bldg., has consistently received transmissions. He asserted that in the near future the radio horizon for television will greatly exceed the present plans of the engineers.

Daytime Television Test Is Expanded by Don Lee

TO TEST every daylight hour, Harry R. Lubcke, director of television for the Don Lee Broadcasting System, revised the broadcast schedule of W6XAO, Don Lee television transmitter in Los Angeles, effective Nov. 9, when W6XAO went on the air continuously from 8:30 a. m. to 6:30 p. m. to enable members of the Don Lee staff and others to check image-reception throughout the day. Following this initial transmission, a regular weekly schedule was inaugurated, calling for programs each Monday, from 9 to 10 a. m.; Tuesday, 10 to 11 a. m.; Wednesday, 11 to 12 noon; Thursday, 12 noon to 1 p. m.; Friday, 1 to 2 p. m., and Saturday, 2 to 3 p. m. This accomplishes the objectives of the all-day test, throughout the various days of the week. The evening transmission of W6XAO remains the same, starting at 6:30 p. m. daily except Sunday. Starting Nov. 10, KHJ, Los Angeles, began operating simultaneously with W6XAO, transmitting the voice accompaniment to the W6XAO images from 9:30 to 9:45 p. m.

KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:

"It'll pay you to see what we have to offer."

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK DETROIT CHICAGO SAN FRANCISCO

No. 3 Of A Series On The New York Market!

MOUNT MORRIS PARK, in New York's Spanish Colony is less than ½ sq. mile in area but contains a larger population than Pasadena, Calif.

THE UNITED STATES census for the Spanish speaking population of greater New York lists only natives of Spain, Central and South America and the West Indies for a total of 41,292. There are, however, more than 100,000 Porto Ricans and Cubans as well as many Mexicans and Portuguese not officially tallied.

ESTIMATED AT over 200,000, the Spanish speaking population of metropolitan New York is greater than the population of Malaga, the fifth largest city of Spain. The average family expenditure varies from $1,800 per year to $4,048 per year. THEY LISTEN TO AND SUPPORT 15 SPANISH LANGUAGE PROGRAMS ON STATION WBNX!

Full Staff for Foreign Language Productions Available

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP — OF YOUR PROSPECT

A NEW APPROACH TO THE NEW YORK MARKET
1000 WATTS DAY AND NIGHT

THE ONLY NBC BLUE NETWORK STATION Between ST. LOUIS and DENVER
WREN
CENTRALLY LOCATED TO SERVE KANSAS CITY, TOPEKA and ST. JOSEPH

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

FOR SALE

Western Electric Transmitter—Type 6B—1000 watt — complete with tubes and motor generator set — for $2500 f. o. b., Radio Station WCAO, Baltimore, Maryland.

Also, a General Radio Beat Frequency Oscillator, type 413-B — $25 f. o. b. Radio Station WCAO.

Wire or write

WCAO

Baltimore, Maryland

Accident Is Fatal To Hill and Mather

CHARLES A. HILL, general manager of WIBM, Jackson, Mich., and Don Mather, commercial manager of the station, were killed Nov. 4 in an automobile accident while en route from Jackson to Detroit. The car, according to eyewitnesses, was traveling at a high speed when it overturned after hitting a barricade on the road. Al Poole, driver of the car, suffered leg fractures.

Mr. Hill, a radio engineer, took over management of the Jackson local in 1933, after having worked on the technical staff of CKLW, Windsor-Detroit. Prior to that, he was with NBC in Chicago. The station is owned by Herman Radner of Detroit. Mr. Hill died while being taken to the hospital. He leaves a wife and three children. He was quite active in industry affairs, and participated in the organization of National Independent Broadcasters, local station organization, two years ago.

Mr. Mather, 27, was killed instantly. His body was pinned in the wreckage. He joined WIBM three years ago as a salesman.

Washing Machine Spots

HURLEY MACHINE Co., Chicago (Thor washers), is using one-minute transcribed announcements, beginning Oct. 19 and running five days a week for nine weeks, on WMAQ, WJR, WJJD, WIND, KOMO, KGW, KFRC, KFI and KDKA in a pre-Christmas campaign. Agency is H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Back in Congress

BOTH of the "broadcaster members" of Congress during the last session were returned to the House during the elections this month. They are Karl Stefan (R-Neb.) former news commentator on WJAG, of Norfolk, Neb. and Frank E. Hook (D-Mich.), associated in the ownership of WJMS, Ironwood, Mich. Chandler Gurney, former manager of WNAX, Yankton, S. D., was a Republican candidate for the Senate in that state, and until the last ballots were counted, appeared to be the winner. He lost, however, to the incumbent Democrat, Senator Bulow.

Florida Citrus on 25

FLORIDA CITRUS COMMISSION, Lakeland, Fla. (citrus fruit) is using 25 stations in its spot radio campaign which started during the week of Nov. 2. The program is titled *Florida's Treat* and features Harry Richman as master of ceremonies, Freddie Rich's orchestra, and guest stars. Three quarter-hour transcriptions are broadcast Mondays, Wednesdays and Fridays, and the series will run for 26 weeks. Stations on the schedule, placed through Ruthrauff & Ryan Inc., New York, include: WTIC, WRC, WBBM, WHAS, WSMB, WCSH, WFBR, WNAC, WJR, KWK, WBEN, WGY, WFBL, WBT, WLW, WTAM, KYW, WCAE, WJAR, WMC, WSM, WRVA, WSB, WHAM, WTMJ.

McKesson & Robbins Tests

McKESSON & ROBBINS Inc., Bridgeport, Conn., effective Feb. 1 will advertise through Brown & Tarcher Inc., New York, on behalf of Calox toothpowder, Ibath and Yodora deodorants, and Abolene solid. A test spot campaign is planned for Calox, Ibath and Yodora.

ATLANTIC REFINING Co., Philadelphia (petroleum products) has signed for the exclusive radio rights to the Temple University basketball games which will be broadcast on WIP, Philadelphia, this winter. N. W. Ayer & Son Inc., New York, is agency.

Lohr on Television

(*Continued from page 12*)

the intimacy of the home permits close attention and proximate viewing of the pictures.

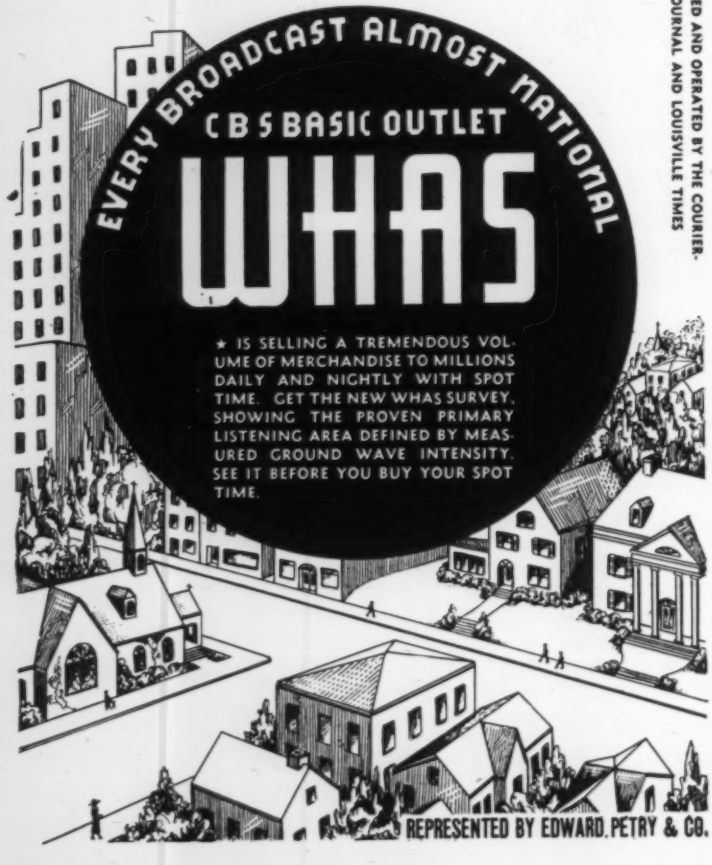
The tube framing the greenish-hued picture, said Mr. Lohr, is designed to last 2,000 hours. He said he thought the two tubes ought to be interchangable in each set. He "guessed" that the initial price of receivers would be perhaps $450, scaling down to $200 as mass production and competition get well under way.

Network television will come either by means of shortwave relays or through the coaxial cable, the first experimental line of which has already been laid by A. T. & T. between New York and Philadelphia and a one-mile length of which now connects the Radio City television studios with the Empire State transmitter. NBC, said Mr. Lohr, is already studying the possibility of a regional network from New York to Boston and Washington, but network expansion of television will be slowed up, he said, by the enormous costs and will take considerable time.

As for television as an advertising medium, Mr. Lohr said "it will sell more goods than sound radio now does." The public, he said, now tolerates most commercial announcements. When a sponsor like an automobile manufacturer can demonstrate his commodity by means of pictures together with explanations, advertising possibilities are boundless.

Asked when the NBC stations should make ready to install television transmitters, Mr. Lohr declared his company will keep its affiliates fully apprised of all developments henceforth. It is impossible as yet, he said, to calculate cost factors. From another official source, it was learned by BROADCASTING that RCA has no intention of selling its apparatus to NBC affiliates alone; visual broadcasting equipment, it was stated, will be sold to all licensees of the FCC who desire to buy it.

It was disclosed that RCA is not planning to standardize its 343-line images, but will soon begin rebuilding the present apparatus to come up to the Radio Manufacturers Association's industry-accepted standard of 441 lines. This will mean a complete revamping of present equipment at a great cost, and even the 70 experimental models of receivers now in use by RCA and NBC officials will become obsolete.


EVERY BROADCAST ALMOST NATIONAL
CBS BASIC OUTLET
WHAS
★ IS SELLING A TREMENDOUS VOLUME OF MERCHANDISE TO MILLIONS DAILY AND NIGHTLY WITH SPOT TIME. GET THE NEW WHAS SURVEY, SHOWING THE PROVEN PRIMARY LISTENING AREA DEFINED BY MEASURED GROUND WAVE INTENSITY. SEE IT BEFORE YOU BUY YOUR SPOT TIME.
OWNED AND OPERATED BY THE COURIER-JOURNAL AND LOUISVILLE TIMES
REPRESENTED BY EDWARD PETRY & CO.

WEBC

DULUTH • SUPERIOR

WMFG HIBBING

WHLB VIRGINIA

Complete coverage of Northern Minnesota, Wisconsin and Michigan.

Represented by

CRAIG & HOLLINGBERY

NEW YORK
250 Park Avenue

CHICAGO
307 North Michigan Avenue

Regional NAB Sales Meetings Discuss Frequency Discounts

Cash Discounts Also Taken Up as Northeast and North Central Sections Consider Problems

SHOP TALK on broadcasting selling methods and means of improving them held the attention of sales executives of stations in the Northeast and North Central sections of the country at meetings of branches of the NAB Sales Managers Division held Nov. 10 in New York and Chicago. The sessions were the first of a series of sectional meetings by units of the division which will hold a national meeting in Chicago Jan. 18.

At the New York meeting of the Northeastern group, held in the Park Central Hotel, some 50 devoted themselves to a forum discussion of promotion of spot business. No conclusions were reached but the issues taken up will be raised at the general meeting in Chicago. E. Y. Flannigan, commercial manager of WSPD, Toledo, chairman of the Northeastern Group, presided.

Frequency Discounts

THE North Central Section, meeting at the Hotel Sherman, Chicago, went on record as approving an effort to standardize frequency discounts and will make a motion to that effect at the national meeting. Eighteen members attended the round-table discussions, presided over by Craig Lawrence, commercial manager of KSO and KRNT, Des Moines, chairman of the section.

The Chicago meeting also included round-table discussions as follows: Sales methods and remuneration, led by W. F. Dittman, WTMJ; dual rates, led by C. T. Hagman, WTCN; standardized frequency discounts, led by William Cline, WLS; merchandising practices, led by Randy Ryan, KMMJ, and per inquiry and contingent business, led by Craig Lawrence, Iowa Network.

J. Buryl Lottridge, KOIL, Omaha, national chairman of the Sales Managers Division, discussed the relation of these sectional meetings to the national session scheduled for January, and K. W. Husted, WCCO, head of the committee on national sales, reviewed all of the topics discussed at the round-table sessions as they apply to the national picture.

In addition to the foregoing the Chicago meeting was attended by the following: Hale Bondurant, WHO; H. J. Greig, McClatchy Radio Stations; Clark Luther, WOC; Norman Boggs, WAAF; Charles Caley, WMBD; F. C. Eighmey, WHBF; Gregory Gentling, KROC; Bernard Lavin, WDAY; J. A. Wagner, WHBY-WTAQ; John Palmer, WCAZ; Dr. George W. Young, WDGY.

At the New York session, a consensus was asked on several moot problems of particular import to station sales executives. These will be further discussed at the national meeting. To the question "Do your salesmen work on salary or commission" at least 90% answered "commission". It was notable that the exceptions were the large stations, while the smaller stations nearly 100% subscribed to the commission and drawing account arrangement.

The dual-rate problem was discussed, with 75% of the stations indicating that they maintained both national and local rates. Stations in important markets or of high wattage preferred the single-rate; local stations argued for the dual rate.

Of special importance to advertisers was the reaction to the question "Will your station accept one-minute or 100-word announcements during peak evening hours?" Eighty per cent answered "no", but unanimously expressed approval of the 30 or 40-word flash announcements that several large national advertisers have released over spot stations recently.

Cash Discount Opposed

RELATIVE to the 2% cash discount which several advertising agencies recently have solicited, all except two newspaper-owned stations specified they refuse to honor the additional discount.

Merchandising departments are being established in many stations, with 60% answering "yes" to the question: "Does your station maintain a merchandising department?"

Discussions on specific subjects were led by C. F. Phillips, WFBL, Syracuse, merchandising; Harry Trenner, WNBF, Binghamton, sale of local business; Lewis H. Avery, WGR-WKBW, Buffalo, sale of national business. Frank W. Kelly, WHAM, Rochester, was appointed to head a committee to investigate what type coverage map is most useful to time-buyers. H. H. Hoessly, WHKC, Columbus, will supervise the exchange of program and time-selling ideas between stations represented at the meeting. The exchange of effective ideas is an important function, with the intense interest of the delegates in the initial meeting presaging good results in this direction.

The pruning of the national committee, which originally consisted of 14 members and later was cut to seven, came in for severe censoring by Harry Trenner, who resigned his local sales chairmanship of the national committee in protest. As a result of the reduction, he said, small station executives on the committee were deleted while representatives of high-powered stations remained. John F. Patt, WGAR, a member of the executive board of the NAB, who was present at the session, stated he knew nothing of the pruning, and would write a letter to the executive committee presenting the complaint advanced by Trenner.

Following is a list of those who registered for the New York meeting: H. H. Hoessly, WHKC; Frank W. Kelly, WHAM; O. J. Kelchner, WMMN; Harry Trenner, WNBF; W. A. Riple, WEEU; E. Y. Flannigan, WSPD; C. F. Phillips, WFBL; Philip P. Allen, WLVA; John W. New, WTAR; C. O. McLaughlin, WHK-WJAY; Lewis H. Avery, WGR-WKBW; Louis G. Baltimore, WBRE; Fred Bock, WADC; George F. Bissell, WMFF; R. P. Jordan, WDBJ; S. W. Caufield, WBNX; George D. Coleman, WGBI; Aaron Kellert, WABY-WOKO; Shelton Maxey, WCHV; Carl Calman, WINS; W. F. Craig, WLBC; S. R. Elman, WATR; William Mallo, WDRC; L. H. Bailey, WHAT; John F. Patt, WGAR; T. M. Maxwell, WCAM; S. Alfred Wasser, WMEX; William W. Warner, WAAB; Kenneth Sink, WFBG; William B. Gellatly, WOR; Samuel Gellard, WLTH; Albert A. Cormier, WIP; Bert Lebhar, WMCA; Oscar Kronenberg, WARD; Paul H. LaStayo, WAAT; Milton W. Stoughton, WSPR; Frank R. Clarke, WWRL; C. L. Bailey, WHP.

Other group meetings by branches of the Sales Managers Division, formed at the last NAB convention in July, included the South Central Division and the Pacific Coast branch, to be held this month. Jack O. Gross, KWKH, is chairman of the South Central Division which was to meet in Oklahoma City, and Hugh M. Feltis, KOMO-KJR, headed the Pacific group to meet in San Francisco Nov. 20.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ------$50.00
Hollister Crystal Co.
WICHITA, KANSAS

EQUIPMENT

A NEW vertical radiator 474 feet high and new transmitting equipment are to be installed by WXYZ, Detroit, key station of Michigan Network. Lynne C. Smeby, technical supervisor, has started erection of the tower and plans to complete it within eight weeks. It will be located atop the 15-story Maccabees Bldg., where the studios are located. The top of the radiator will be equipped with a turnstile antenna to be used later on for ultra-high frequency transmission.

THORDARSON ELECTRIC MFG. Co., Chicago, has announced a complete line of Tru-fidelity transformers said to possess a number of features not hither found as a result of having perfected production methods and developed better materials. Catalog No. 500, describing the equipment, has just been issued.

WMBH, Joplin, Mo., has placed a new Western Electric transmitter in operation.

WDAE, Tampa, Fla., has installed a Scripps industrial generator for emergency use.

SHURE BROS., Chicago, has issued a six-page catalog of its 1937 line of microphones and accessories. A number of new items have been added to the catalog.

FRAZER & Co., oldtime San Francisco exporting firm largely specializing in the export of sound equipment and recording machines, has opened a Los Angeles branch at 1406 S. Grand Ave., in charge of Alan Ramsay.

WOWO, Fort Wayne, has applied to the FCC for authority to operate a shortwave station, using Westinghouse equipment. It will supplement high-frequency units now operated by WOWO-WGL, its two Fort Wayne stations.

A PETITION bearing the names of 2,630,000 persons was filed with the FCC Nov. 2 by representatives of the People's Pulpit Association (Jehovah's Witnesses), asking that its good offices be extended to encourage a nation-wide network discussion of "certain debatable questions by a high Catholic official and Judge Rutherford," head of that organization.

Advertisement

Out Here In Chicago...

• Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee

By GENE T. DYER

FAR BE IT from us to say "we told you so" but we can't help but feel proud of the part radio played in the national election. In Chicago, millions of newspapers daily, edited with poisoned pens, failed to stem the incalculable power of radio in bringing truth out of chaos.

* * *

WGES has sixty-three actual applicants for open time, accounts that cannot be accommodated because of no available time. We feel as if that's a record for anybody's station.

* * *

Those election straw ballots proved about as accurate as "showmanship ratings" and self-serving "surveys."

* * *

Hooray for Jim Baldwin again! The recording of that music library is the biggest forward move in NAB history.

* * *

WEMP, Milwaukee's independent station chalked up a 50% sales increase in October over September — are we proud? Charles J. Lanphier, whose radio experience includes Alaska to South America, has just been appointed as the new boss there.

* * *

WSBC has applied for 250 watts daytime. This station claims the distinction of being America's model local station.

* * *

Modernistic new studios just completed in Chicago mark WCBD's designation as a Chicago station.

* * *

Walter Hollander, the well informed advertising manager for REM, said some pretty swell things in a letter to WGES recently, renewing his contract with WGES and expanding to WCBD. The gist of it was "a station that's managed by the same personnel as WGES (WCBD) MUST BE A GOOD STATION."

* * *

After checking over the averages for stations in the United States as presented in the Radio Broadcasting Business Census recently released, we are mighty contented with the records shown by our various stations — *they're so far above the average!*

Gene T. Dyer

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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There is no substitute for experience

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PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
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Evanston, Ill.

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Consulting Radio Engineer
30 Rockefeller Plaza, New York City
P. O. Box 189, Times Square Station

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

A WORLD Congress of Radio Engineers in Sydney, Australia, in April 1938 is planned by the Australian Institution of Radio Engineers in connection with the Sydney celebration of its 150th anniversary. A special effort to secure attendance of American and European radio engineers will be made.

IN THE CONTROL ROOM

RAY FERGUSON, NBC maintenance engineer in San Francisco, has been transferred to the network's Hollywood technical department. His San Francisco successor is E. L. Parkhurst, formerly field engineer for the network in that city. Ralph Denechaud, formerly in NBC's San Francisco technical department, has also joined the Hollywood engineering staff. E. E. Jefferson, with NBC before going over to KSFO in San Francisco as chief engineer, has returned to the network in that city as field engineer. Switches in personnel were announced by A. H. Saxton, NBC division engineer in San Francisco.

CLIFFORD HARRIS, formerly chief engineer of WIP, Philadelphia, has been advanced to the post of technical supervisor, succeeding Edward Johnston, who has joined the technical staff of WCAU, Philadelphia.

WALTER WIDLAR, formerly of WJAY, Cleveland, resigned to join WGAR, that city, and not the reverse as printed in the Nov. 1 issue of BROADCASTING.

ALFRED TOWNE, formerly with the Rembler Co. Ltd., San Francisco broadcasting and sound equipment manufacturers, has joined the engineering staff of KSFO in that city, succeeding E. E. Jefferson, resigned. Royal V. Howard is KSFO's chief engineer.

A. C. GOODNOW, formerly studio supervisor of KYW, Philadelphia, has been transferred by Westinghouse Radio Stations Inc. to Fort Wayne, Ind. to supervise the technical installations of the new studios of WOWO and WGL, Westinghouse stations.

A. EARL CULLUM Jr., formerly with the Southwest Broadcasting Co., has established a radio consulting and field engineering service at 2935 N. Henderson Ave., Dallas.

L. E. ELTON, formerly of Iowa Broadcasting System, has joined WBOW, Terre Haute, Ind., as transmitter engineer.

W. W. WOLFE, research head of RCA Mfg. Co., Hollywood, left early in November to spend three weeks at the Camden, N. J. plant and study recent discoveries in high-fidelity sound recording.

R. G. DENNECHAUD, technician at KFI, Los Angeles, early in November joined the Hollywood technical staff of NBC.

WALTER DIETRICH, newcomer to the technical ranks, late in October joined the engineering staff of Radio Recorders Inc., Hollywood transcription laboratory.

J. A. MIDDLEBROOKS, of the CBS engineering department, is in Cincinnati supervising installation of the new 5 kw. Western Electric transmitter which WKRC will place in operation next month.

HERBERT E. IVES and Robert C. Mathes, Bell Laboratories scientists, have been granted patents No. 2,058,882 and 2,058,883 on a system of electro-optical image transmission and production.

ELLWOOD WARWICK LIPPINCOTT, operator of KVOS, Bellingham, Wash., who also acts as announcer and time salesman, has applied to the FCC for a new 100-watt station on 1310 kc. in Bend, Ore.

JACK HOPKINS, formerly of KLMB, Monroe, La., has joined KFRO, Longview, Tex., as assistant engineer and press operator. Sid Parks has resigned to become technician for the Gregg County police department's KACU.

HAROLD JACKSON, NBC engineer in Chicago, on Nov. 6 became the father of a baby boy.

HARRY EHRHART, of the engineering staff of WCAU, Philadelphia, has been made supervisor of the WCAU building.

JOSEPH A. VOLK, engineer of KSD, St. Louis, is the father of a baby girl born Oct. 26.

ART PECK, engineer of KSTP, St. Paul, is the father of a baby boy born in October.

JOE NOVEY, engineering maintenance supervisor at WBBM, Chicago, is convalescing after an apendectomy.

WILLIS FREITAG, son of V. G. Freitag, manager of KRKD, Los Angeles, has become a technician-announcer for the station. He was graduated from the University of California at Los Angeles last summer.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.
Forms close 25th and 10th of month preceding issues.

Help Wanted

New daytime station applicant must employ experienced station, sales and program managers before hearing December fourth. Permanent jobs in growing city of forty thousand. Harmon Stevens, Port Huron, Michigan.

Situations Wanted

Experienced operator holds Broadcast License. Unemployed. Desires position. Box 573, BROADCASTING.

Operator, age thirty-three; twelve years broadcast experience; five years technical supervisor. Box 575, BROADCASTING.

Press Operator; solid; combination operator-announcer. Experienced maintenance and construction. Box 576, BROADCASTING.

Experienced operator; licensed five years; best references; desires position with progressive station. Box 574, BROADCASTING.

Station connection, any capacity with opportunity, by licensed station operator and former owner, twelve years' experience developing local into regional 1000 watt network station. Can announce, entertain, operate, sell and manage. Married, age thirty-six, available at once. Box 577, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant station; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

UNUSUAL buy: 3-unit Esco M.G. set, reconditioned by G.E. following our use at W1MK. Suited to small or medium power broadcasting station work. (1) 1,000 to 2,000 v.d.c. at 750 ma. two commutator generator. (2) 14 v.d.c. field generator-exciter, runs filaments if desired. (1) 4 H.P. 2 phase 220 v.a.c. motor. Also, 30 amp. 4 pole manual switch. Also G.E. 110 v 60 cycle magnetic power switch for control. Two field rheostats with above. Original cost over $450. Sell $125 cash, crated, f.o.b. Hartford. Will quote separately on motor and switches if desired. A.R.R.L. Communications Department, West Hartford, Conn.

Tower Is Demolished

ERECTED up to 650 feet, the new 710-foot vertical radiator of KDKA, Westinghouse station, near Saxonburg, Pa., was completely demolished when blown down by a high wind Oct. 30. Cause of the accident was a defective guy wire. No one was injured, although there were numerous spectators nearby. The damage was covered by insurance. R. N. Harmon, Westinghouse engineer, is supervising the new installation, which resumed immediately and will be ready for operation in about six weeks.

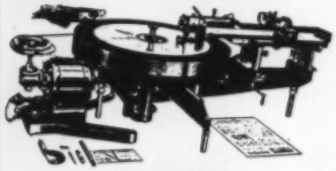
Standard Brands Test

STANDARD BRANDS Inc., New York, on Nov. 8 started *National Spelling Bee* on WJZ, New York, Sundays, 9-10 a. m. Dr. Harry Hagen conducts the program, in which children from the New York area take part. The sponsor plans to build the program into an evening hour if possible, it is understood. Program will run for eight weeks and was booked through J. Walter Thompson Co., New York.

RCA Union Vote

ACTION of the National Labor Relations Board in certifying United Electrical Radio Workers of America as exclusive bargaining agency for all employes in the RCA Mfg. Co. Camden plants is a contradiction of the law which created the board, E. T. Cunningham, president, stated Nov. 9. He said that less than a third of the employes had voted for exclusive representation by UERWA, and added that bargaining rights of other unions in the plants are thereby destroyed.

Record Piano Music at 33⅓ R.P.M.



with UNIVERSAL
Professional Recording Machine

New, improved design—Superlative performance—Solid, heavy—Precision machined—16-in. distortion proof turntable disc—Constant speed rim drive—110-volt AC 100% synchronous reversible motor—Individually calibrated timing bar provides for both 33⅓ and 78 r.p.m. at 90, 110 and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane Inglewood, Calif., U. S. A.

Elaborate Pickups Are Staged by NBC

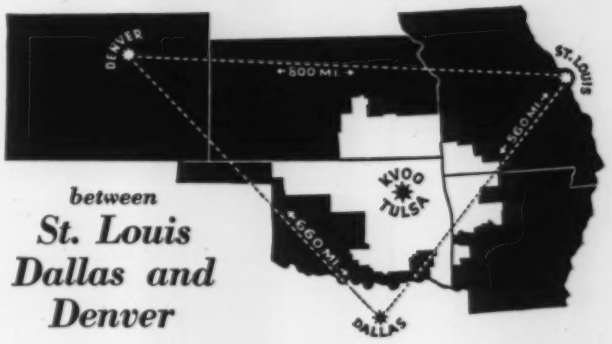
TWO unusual feature broadcasts, carried over NBC networks, fascinated the foreign radio notables who came over for NBC's tenth anniversary celebrations — one on Nov. 11 being a two-way short-wave rebroadcast to and from Rome while they were flying from Niagara Falls to Washington in two airplanes, and the other on Nov. 9 comprising pickups from 15 different points.

Robert Jardillier, French Minister of Communications, and Maurice Ramber, president of the International Broadcasting Union, were in the airplanes and listened in while David Sarnoff, at his desk in Radio City, spoke with Senator Marconi in Rome; then Senator Marconi spoke with M. Jardillier and M. Rambert and others in the planes while John B. Kennedy, Max Jordan and Fred Bate acted as commentators. The broadcasts came through very clearly, though there was some "fuzz" from Rome.

On Nov. 9, Kurt Sell, U. S. representative of the German Broadcasting System, carried on a two-way conversation with Roderick Dietze, announcer in Berlin, as did H. S. Palmer, president of the New Haven Railroad, while Mr. Sell and Mr. Palmer were aboard the streamline train *Comet* out of Boston and Mr. Dietze was on the *Flying Hamburger*, both trains being under way at about 80 miles an hour. On the *Comet* were John McNamara, WBZ announcer; William Card, NBC program department; Charles S. Young, assistant manager of WBZ; George Harder, WBZ press representative; Donald Stanier and Robert Duffield, WBZ engineers.

During the 45-minute program, there were also pickups from Jack Fraser and Cameron King aboard the submarine *S-20* off Sandy Hook; a KOA crew atop Pike's Peak; George Hicks describing Radio City and Fifth Avenue from the NBC mobile transmitter car; Ted Kimball describing an Army tank drill at Fort Meyer, near Washington; Charles O'Connor talking from the New York - New Jersey midtown tunnel; from a Cleveland Police Department radio cruising car; a pickup from the U. S. Coast Guard cutter *Pontchartrain;* a description of the new San Francisco-Oakland bridge, and a relay from a squadron of Navy planes flying over San Diego.

THE MOST POWERFUL STATION



between
St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA" — TULSA

geared to produce distribution

Present national and regional advertisers on the "Missouri Triangle" have increased distribution and "over-the-counter" sales in the most thickly populated areas in Missouri. Your product, too, can and will gain and enjoy a wider popularity if you tell your story to the listening audiences in these three major Missouri markets.

ACCVRACY

A Recognized Consulting and Engineering Service for Established Stations and New Station Applicants

- FC-2 Frequency Control Unit
  APPROVED BY F.C.C.
- Tru-Axis LOW DRIFT Crystals
  APPROVED BY F.C.C.
- Precision Frequency Measurements

Our Measurements Are Acceptable to the F.C.C.
WRITE FOR BULLETIN NO. B-14

COMMERCIAL RADIO EQUIPMENT CO.
216 EAST 74th STREET KANSAS CITY, MO.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

OCTOBER 31 TO NOVEMBER 13, INCLUSIVE

Decisions . . .

NOVEMBER 10

APPLICATIONS GRANTED:

KGFG, Oklahoma City—CP move trans., studio, new equip., vert. radiator.

WSAN, Allentown, Pa.—CP new equip., vert. radiator.

WCOC, Meridan, Miss.—CP change equip.

WCBA, Allentown, Pa.—CP new equip., vert. radiator.

WCAZ, Carthage, Ill.—CP change equip., increase D to 250 w.

WFBG, Altoona, Pa. — CP new equip., vert. radiator, increase D to 250 w.

WAYX, Waycross, Ga.—License for CP new station 1200 kc 100 w unltd.

KFPY, Spokane—License for CP change trans. site, equip., change 1340 to 890 kc, increase D 1 to 5 kw.

KYOS, Merced, Cal. — License for CP new station 1040 kc 250 w D.

KHQ, Spokane—Mod. CP new equip.

WTAD, Quincy, Ill.—Mod. CP increase 500 w to 1 kw D.

WOC, Davenport, Ia. — Auth. transfer control from Palmer School of Chiropractic to B. J. Palmer & D. D. Palmer.

KMAC, San Antonio—Amended CP move trans. locally, new equip., vert. radiator, increase D to 250 w.

KLS, Oakland, Cal. — CP move trans., studio locally, vert. radiator.

WIBX, Utica, N. Y. — CP move trans. locally, new equip., vert. radiator, reduce D from 300 to 250 w.

WBEN, Buffalo — License for CP move trans. locally, new equip., vert. radiator, increase D from 1 to 5 kw.

KRBC, Abilene, Tex. — License for CP new station 1420 kc 100 w unltd.

WMBH, Joplin, Mo. — License for CP new equip.

WBST, South Bend, Ind.—Same.

KWYO, Sheridan, Wyo.—License for CP move trans. site, new equip., vert. radiator, increase D to 250 w.

WDSU, New Orleans — License for CP change equip.

KGNF, North Platte, Neb.—License for CP change equip.

KCMC, Texarkana, Ark. — Mod. CP trans., studio sites & vert. radiator.

WBCM, Bay City, Mich.—Mod. license increase 500 w to 1 kw 1410 kc unltd.

KUJ, Walla Walla, Wash.—CP change equip.

KGKB, Tyler, Tex.—CP change equip., increase D to 250 w, time from unltd. D spec. N to unltd.

WACO, Waco, Tex. — CP new equip., vert. radiator.

KSCJ, Sioux City, Ia. — CP move aux. trans.

WDAF, Kansas City — CP move trans. site locally, new equip., vert. radiator.

WCKY, Covington, Ky.—CP new equip.

KRNR, Roseburg, Ore. — CP change equip., increase 100 w D to 100 w N 250 w D unltd.

WBTM, Danville, Va.—CP change equip.

WATL, Atlanta—CP move trans., studio locally, new equip., increase D to 250 w.

KFVD, Los Angeles — CP new equip., vert. radiator, increase 250 w N & D ltd. to 1 kw N & D ltd.

WGRC, New Albany, Ind.—License for CP new station 1370 kc 250 w D.

KSLM, Salem, Ore.—Mod. CP re equip.

WFOY, St. Augustine, Fla. — Mod. CP new equip.

KTAT, Birdville, Tex.—Vol. assign. license to Tarrant Brdcstg. Co.

KOY, Phoenix, Ariz. — Vol. assign. license to Salt River Valley Brdcstg. Co.

WWAE, Hammond, Ind.—CP new equip.

KOVC, Valley City, N. D.—License for CP new station 1500 kc 100 w unltd.

WGST, Atlanta — Mod. CP vert. radiator, trans. site.

KSRC, Seattle — Mod. CP move trans. locally, vert. radiator, change equip.

WCPO, Cincinnati—CP move trans. locally, new equip., vert. radiator.

KTSM, El Paso, Tex. — CP move trans. locally, new equip., vert. radiator, increase D to 250 w Sh.-WDAH, permanent auth. carry WDAH schedule on KTSM trans.

KSUN, Lowell, Ariz. — License for CP 1200 kc 100 w 250 w D unltd.

KMA, Shenandoah, Ia.—License for CP 930 kc 1 kw 5 kw D unltd.

KGHL, Billings, Mont.—License for CP 780 kc 1 kw 5 kw D unltd.

KGCX, Wolf Point, Mont.—License for CP and Mod. thereof 1450 kc 1 kw unltd.

WSAR, Fall River, Mass.—Mod. CP extend completion.

WSAU, Eau Claire, Wis. — Mod. CP change equip., increase D 250 w to 1 kw.

KROY, Sacramento, Cal. — Mod. CP move trans., studio locally, new equip., vert. radiator.

WGPC, Albany, Ga.—Mod. CP move locally, change equip., vert. radiator.

WJRD, Tuscaloosa, Ala.—License for CP 1200 kc 100 w D.

KGER, Long Beach, Cal.—CP change equip.

WALA, Mobile—CP change equip.

WAAB, Boston — Auth. use former WNAC trans. as aux.

KSCJ, Sioux City, Ia.—CP change equip., increase D to 5 kw LS.

WHFC, Cicero, Ill.—Mod. license spec. to unltd., facilities WEHS, WKBI.

SET FOR HEARING—KGFI, Corpus Christi, Tex., Mod. CP to 1330 kc 500 w unltd.; KPRC, Houston, mod. license increase N 1 to 5 kw (before Division); KFNF, Shenandoah, Ia., CP new trans., increase 500 w 1 kw to 1 kw 5 kw D; WSAY, Rochester, mod. license D to unltd, facilities WOCL; NEW, Earle Yates, Las Cruces, N. M., CP 1500 kc 100 w 250 w D unltd.; NEW, Valley Brdcstg. Co., Youngstown, CP 1370 kc 100 w 250 w D unltd.; WOWO, Fort Wayne, CP new equip., increase N 10 to 25 kw; NEW, Birmingham News Co., Birmingham, CP 590 kc 500 w 1 kw D unltd., directional N; NEW, T. E. Kirksey, Waco, Tex., CP 1330 kc 500 w unltd.; NEW, George H. Payne, San Jose, Cal., CP 1010 kc 1 kw unltd, facilities KQW; NEW, Dr. W. S. Jacobs Brdcstg. Co., Houston, CP 1220 kc 1 kw unltd.; KRKO, Everett, Wash., CP change 1370 to 1420 kc, increase to 100 w 250 w D unltd., new equip., move locally; KABR, Aberdeen, S. D., CP change equip., change 1420 to 1390 kc, increase 100 w to 1 kw N & D; WAAF, Chicago, CP new equip., 1 kw 5 kw D unltd.; NEW, St. Petersburg C. of C., Fla., CP 1050 kc 5 kw ltd.; NEW, Central Mich. Radio Co., Mt. Pleasant, Mich., CP 570 kc 250 w unltd.; NEW, Lou Poller, Scranton, Pa., CP 930 kc 250 w D; NEW, James D. Scannell, Lewiston, Me., CP 1420 kc 100 w unltd.; WJJD, Chicago, CP directional N, change ltd. to unltd. (before Division); WCOA, Pensacola, Fla., CP increase 500 w to 1 kw unltd.; KVOO, Tulsa, CP increase 25 to 50 kw; KYW, Philadelphia, CP increase 10 to 50 kw; NEW, Journal Co., Milwaukee, CP 1570 kc 1 kw unltd.; NEW, Carolina Adv. Corp., Florence, S. C., CP 1200 kc 100 w unltd.; NEW, Carolina Adv. Corp., Columbia, S. C., CP 1370 kc 100 w 250 w D unltd.; KARK, Little Rock, mod. CP to 1 kw N; NEW, Allen T. Simmons, Mansfield, O., CP 780 kc 1 kw D; WHOM, Jersey City, CP new equip., increase D 250 w to 1 kw; KVOD, Denver, mod. license 920 to 630 kc, Sh.-KFEL to unltd. 500 w; KFEL, Denver, mod. license Sh.-KVOD to unltd.; KGA, Spokane, mod. license 1470 to 950 kc, decrease N from 5 to 1 kw; KLZ, Denver, increase N to 5 kw (before Division); KGBX, Springfield, Mo., CP move locally, change equip., change 500 w unltd. directional N to 1 kw unltd. directional N; NEW, John R & Joe L. Peryatel, Richard K. Beauchamp, Raton, N. M., CP 1210 kc 100 w unltd.; WADC, Tallmadge, O., mod. license 1 to 5 kw N; WKBV, Richmond, Ind., mod. license spec. to unltd.

APPLICATIONS DENIED: NEW, Harry C. & Clara A. Lowe, DuBois, Pa., denied as in default CP 1210 kc 100 w D; NEW, Homer D. Banta, Burlington, Ia., denied as in default CP 1310 kc 100 w unltd.

APPLICATION DISMISSED — NEW, Memphis Commercial Appeal, Mobile, Ala., CP 630 kc 1 kw 5 kw LS unltd.

WCHS, Charleston, W. Va., exp. auth. 580 kc 1 kw unltd.; NEW, Tribune, Great Falls, Mont., CP 950 kc 1 kw 5 kw LS unltd.; NEW, High Fidelity Brdcstg. Service, Milton, Mass., CP 1570 kc 1 kw unltd. and variable; WAPO, Chattanooga, mod. CP 1200 kc 100 w 250 w LS unltd.

ACTION ON EXAMINERS' REPORTS:

WPRO, Providence — Granted CP new equip., directional antenna, increase to 500 w 1 kw D 630 kc unltd., sustaining Examiner Seward.

KRNT, Des Moines—Granted CP new equip., directional antenna, increase 500 w 1 kw D to 1 kw 5 kw D 1320 kc unltd., sustaining Examiner Hill.

MISCELLANEOUS—WIL, St. Louis, CP new station Star-Pub. Co., St. Louis, recalled and suspended, and denial applic. Missouri Brdcstg. Co. pending court action; Central Brdcstg. Co., Eau Claire, Wis., granted petition intervene applic. Eau Claire Brdcstg. Co. new station 1210 kc 100 w unltd.; WIND, Gary, Ind., granted regular renewal; WRR, Dallas, granted petition intervene applic. Dallas Brdcstg. Co. CP new station Dallas 1500 kc 100 w D; KROW, Oakland, Cal., granted petition intervene and be made party to proceedings applic. Chauncey W. Hammond CP 1280 kc 1 kw unltd. at Oakland; WTAD, Quincy, Ill., granted petition intervene and be made party to hearing on applic. Courier-Post Pub. Co., Hannival Brdcstg. Co., both seeking new stations 1310 kc 100 w unltd.; Voice of Greenville, Greenville. Tex., granted petition intervene applic. Hunt Brdcstg. Assn. new station at Greenville 1200 kc 100 w D; WBBZ, Ponca City, Okla., granted auth. modify temp. auth. in favor of Howard Johnson to operate WBBZ as special rep. of estate C. L. Carroll, and to grant Mrs. Carroll same auth. pending disposition of estate; KMPC, Beverly Hills, Cal., denied reconsid. action setting for hearing applic. transfer control to George A. Richards, and to grant without hearing; WCHV, Charlottesville. Va., denied reconsideration grant of applic. transfer control of Community Brdcstg. Corp., licensee, from W. B. Brown to present stockholders of said licensee corp., and grant hearing on applic.; WLWL, New York, denied petition to withdraw without prejudice applic. mod. license Int. Brdcstg. Corp. (WOV) opposed grant on ground it would violate Par. 103.8 of rules of practice.; Knox Brdcstg. Co., Schenectady, N. Y., denied waiver of rule governing filing of petition for reconsid. and to grant applic. new station at Schenectady 1240 kc 1 kw unltd.

WLWL, New York—Granted petition withdraw without prejudice "petition for relief" filed 1-20-36, requesting relief from "curtailment of existing service area" by cancelling certain special experimental authorizations and denying certain pending applications for continuance of such authorizations.

RETIRED TO CLOSED FILES—KOOS, Marshfield, Ore., applic. mod. CP to 1390 kc 250 w D, granted 9-3-36.

SPECIAL AUTHORIZATIONS—WOW, Omaha, ext. auth. 5 kw N; KTSM, El Paso, ext. auth. carry WDAH programs.

RATIFICATIONS:

KVOE, Santa Ana, Cal. — Ext. prog. test period.

KRBC, Abilene, Tex.—Same.

WSAY, Rochester—Same.

KRKO, Everett, Wash.—Ext. equip. test.

WHBF, Rock Island, Ill. — Ext. auth. main studio in Moline.

WTRC, Elkhart, Ind. — Temp. auth. simul.—WLBC special programs.

KFAC, Los Angeles—Granted temp. renewal license pending court decision.

KMA, Shenandoah, Ia. — Granted mod. license increase D to 5 kw.

WMCA, New York—Waived rule 104.6 and permitted WMCA file answer in applic. WMAS.

James D. Scannell granted right to intervene applic. Arthur E. Seagrave new station Lewiston, Me.; Tribune Co., Tampa, Fla., extension time granted for filing exceptions Ex. Rep. I-301; Niagara Falls Gazette Pub. Co. request extension time granted for filing exceptions and making request oral argument Ex. Rep. I-291 and granted extension 5 days for Power City Brdcstg. Corp. to request oral argument and answer said exceptions; WSPR, Springfield, granted petition intervene applic. WMAS for CP; postponed effective date of decision on applic. KRLC, KGFG; James D. Scannell granted petition intervene applic. Philip J. Wiseman new station in Lewiston, Me.

Examiners' Reports . . .

NEW, Farnsworth Television Inc. of Penna., Philadelphia—Examiner Hyde recommended (I-304) that applic. CP 1 kw 42,000-56,000 and 60,000-86,000 kc 1 kw be granted.

NEW, Pottsville Brdcstg. Co., Pottsville, Pa. — Examiner Dalberg recommended (I-305) that applic. CP 580 kc 250 w D be granted.

WKZO, Kalamazoo—Examiner Hill recommended (I-306) that applic. increase 1 kw D to 250 w 1 kw LS unltd. be granted.

Applications . . .

OCTOBER 31

WHOM, Jersey City — CP increase 250 w to 250 w 1 kw D.

WNYC, New York — Mod. CP as mod. change equip., antenna, move trans.

WSAR, Fall River, Mass.—Mod. CP re equip.

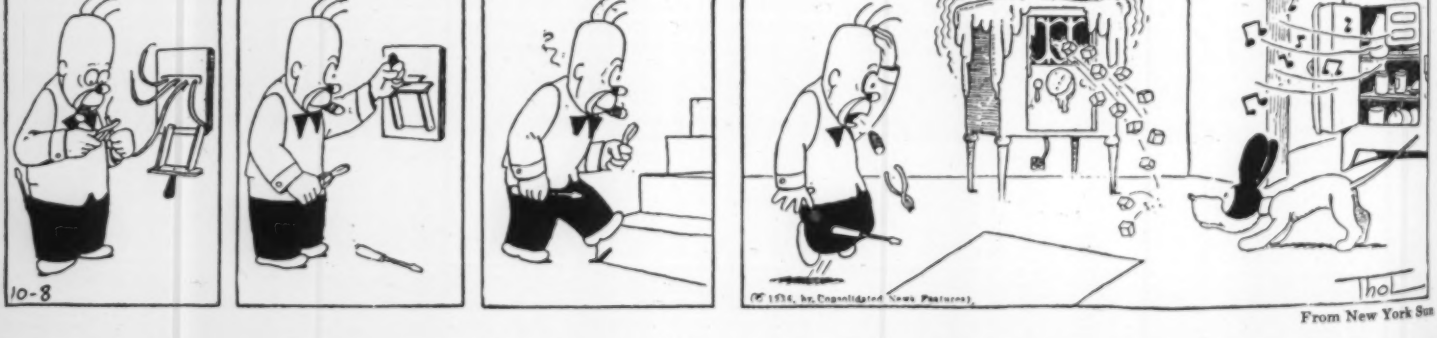
W3XAU, Philadelphia — License for CP international station increase to 10 kw.

WIP, Philadelphia—CP new trans., vert. antenna, increase 500 w to 1 kw N, move trans. locally.

NEW, Allen T. Simmons, Mansfield, O. —CP 780 kc 1 kw D.

NEW, Frazier Reams, Mansfield, O.—CP 1370 kc 100 w D.

KGKB, Tyler, Tex.—CP increase 100 w to 100 w 250 w D, change from unltd. D spec. N to unltd.



From New York Sun

NEW, H. O. Davis, Mobile, Ala.—CP 610 kc 250 w 500 w D unltd.

WGPC, Albany, Ga. — Mod. CP new equip., increase 100 to 250 w D, change studio, trans. sites, amended to omit request for increase D power.

WJRD, Tuscaloosa, Ala. — License for CP as mod. new station.

WOAI, San Antonio—Auth. transfer control of corp. from G. A. C. Halff to Columbia Brdcstg. System Inc., 2000 shares common stock.

WWAE, Hammond, Ind.—CP new trans.

KMA, Shenandoah, Ia.—License for CP new equip., move trans.

WMIN, St. Paul—Mod. license from Edward Hoffman to Edward Hoffman, d/b as WMIN Brdcstg. Co.

NEW, Ellwood Warwick Lippincott, Bend, Ore.—CP 1310 kc 100 w unltd.

KGER, Long Beach, Cal. — CP change equip.

NOVEMBER 1

WBNY, Buffalo—Mod. license re hours.

WNNY, Watertown, N. Y.—Mod. CP to change equip.

KMLB, Monroe, La. — License for CP change equip., increase.

NEW, Statistical Research Labs., Cleveland—CP 1200 kc 100 w 250 w D unltd., amended to directional.

WFOY, St. Augustine, Fla.—Mod. CP new station re trans.

KFXR, Oklahoma City — Mod. CP re equip.

KFYR, Bismarck, N. D.—Mod. license 1 kw D to 5 kw N & D.

KSCJ, Sioux City, Ia. — CP move aux. trans.

NOVEMBER 4

WCMI, Ashland, Ky.—License for CP as mod. change equip., increase power, move studio, trans. locally.

NEW, Ann Arbor Brdcstg. Co. Inc., Ann Arbor, Mich.—CP 1570 kc 1 kw unltd., amended to 1550 kc.

W3XE, Philco Radio & Television Corp., Philadelphia—Mod. license from 1500 w (visual) 250 w (aural) to 10 kw (visual and aural).

NEW, Westinghouse Radio Stations Inc., Fort Wayne, Ind.—CP high freq., 50 kw.

KOVC, Valley City, N. D.—License for CP as mod. new station.

NOVEMBER 5

WFTC, Kinston, N. C. — Mod. CP re equip., trans., studio site, antenna.

KJR, Seattle—License for CP new trans., antenna, move trans.

NOVEMBER 6

WJAR, Providence — License for CP move aux. trans.

NEW, Centennial Brdcstg. Corp., Dallas —CP 1500 kc 100 w D.

KELD, El Dorado, Ark. — License for CP new trans.

KEUB, Price, Utah—License for CP as mod. 1420 kc 100 w unltd.

KGB, San Diego—CP new trans., vert. antenna, increase 1 kw to 1 kw 5 kw D, move trans.

KGO, San Francisco—CP increase 7½ to 50 kw, move trans., amended to omit request for directional antenna.

KDB, Santa Barbara, Cal.—CP change equip., vert. antenna, change 1500 to 1220 kc, increase 100 to 500 w, move trans. locally.

NOVEMBER 9

WSVA, Harrisonburg, Va.—Auth. transfer control from Marion K. Gilliam to Floyd Williams.

NEW, B. H. Hopson, Birmingham—CP 1310 kc 100 w 250 w D unltd., assign. facilities WSGN contingent grant Birmingham News Co. applic.

WGST, Atlanta — Mod. CP increase power, move trans., re trans. site and approval antenna.

KGFX, Pierre, S. D.—Invol. assign. license Dana McNeil to Ida A. McNeil.

KFBB, Great Falls, Mont.—License for CP new trans., antenna, move trans.

NOVEMBER 9

WRAK, Williamsport, Pa.—License for CP new antenna, trans., move trans.

KFPW, Fort Smith, Ark.—License for CP change equip.

WIOD-WMBF, Miami—License for CP new antenna, move trans.

WREC, Memphis—Mod. license increase N 1 to 5 kw.

KRBC, Abilene, Tex.—CP change antenna, increase 100 w to 100 w 250 w D.

WDAE, Tampa, Fla.—Mod. license N 1 to 5 kw.

NEW, Phillip Jackson, Brunswick, Ga.—CP 1420 kc 100 w D.

WSMB, New Orleans—CP increase 1 kw to 1 kw 5 kw D, directional.

WSBC, Chicago—CP new equip., increase N 250 w.

WHFC, Cicero, Ill.—Mod. license spec. to unltd., asks facilities WEHS, WKBI.

NEW, George W. Young, St. Paul—CP 920 kc 1 kw 5 kw D unltd., directional N.

KIEM, Eureka, Cal.—CP new equip., increase 500 w to 1 kw.

NOVEMBER 12

WAWZ, Zarephath, N. J.—License for CP new equip.

NEW, Ohio Farmers Brdcstg. Co., M. Smith Davis & C. A. Thompson, Johnstown, O.—CP 800 kc 50 kw ltd., asks freq. WTBO which would then be shifted to 810 kc.

WSIX, Nashville — Vol. assign. license from 638 Tire Vulcanizing Co. to WSIX Inc.

WBEP, Huntsville, Ala.—Mod. CP new station re trans., studio sites, antenna.

WAPO, Chattanooga—License for CP as mod. new station.

WKBZ, Muskegon, Mich.—License for CP move trans., new antenna.

NEW, Frank M. Dunham, Fort Dodge, Ia.—CP 1500 kc 100 w D, amended to 1250 kc, 100 w to 1 kw, new equip.

KWTN, Watertown, S. D. — CP new trans., vert. antenna, change 1210 to 1340 kc, increase 100 to 250 w N 500 w D, move trans., amended to 500 w D only.

KUSD, Vermillion, S. D.—CP new trans.

WJBL, Decatur, Ill.—CP new trans.

KPQ, Wenatchee, Wash. — License for CP change equip.

NOVEMBER 13

WEEI, Boston; WKRC, Cincinnati; WJSV, Washington; WBT, Charlotte; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis; KNX, Los Angeles—Vol. assign. CP, licenses to CBS.

STANLEY SPENCER, sales manager of WGY, Schenectady, has resigned to take up farming in Virginia. No successor has been appointed.

THE ONLY pawnshop in the United States broadcasting direct from the store is Izzy Ginsberg's, Cedar Rapids, Ia. *Izzy's Amateurs* are heard weekly over WMT.

Impressed by Television

(*Continued from page 70*)

WHAT, Philadelphia; Louis Baltimore and Charles Sakoski, WBRE, Wilkes-Barre; Louis N. Persio and George E. Joy, WRAK, Williamsport; Clifford M. Chafey, Raymond A. Gaul and H. O. Landis, WEEU, Reading; Henry N. Cocker and E. D. Hibbs, WTEL, Philadelphia; J. M. Nassau and Margaret R. Collins, WIBG, Philadelphia; E. G. Smith and J. H. Stenger, Jr., WBAX, Wilkes-Barre; Benedict Gimbel, Jr. and Clifford Harris, WIP, Philadelphia; G. D. Coleman and K. R. Cooke, WGBI, Scranton; Leo J. O'Melian, WLEU, Erie; Clair R. McCullough and J. E. Mathiot, Mason-Dixon Group, Lancaster.

Connecticut—Richard K. Blackburn and Cedric W. Foster, WTHT, Hartford; John F. Rolfe, *Hartford Times;* Herman D. Taylor and Albert H. Jackson, WTIC, Hartford; Sydney Warner, Eric Pape and E. J. Frey, W1XBS, Waterbury; Franklin M. Doolittle, Italo Martino and Walter Haase, WDRC, Hartford; Prof. Daniel E. Noble and Edwin Sanders, Connecticut State College; Rogers B. Holt and Clifford Hanson, WNBC, New Britain; James T. Milne and Gordon Keyworth, WELI, New Haven; Gars W. Ray, WICC, Bridgeport.

Massachusetts — H. H. Newell, WTAG, Worcester; Walter C. Evans and S. D. Gregory, Westinghouse E. & M. Co., Chicopee Falls; Sol Chain and Irving Vermilya, WNBH, New Bedford; A. J. Pote and W. S. Pote, WMEX, Boston; Wm. T. Welch, WSAR, Fall River; Robert C. Nordblom and Wm. H. Eynon, WORL, Boston; H. W. Holt and Milton Stoughton, WSPR, Springfield; Hollis S. Baird and Walter S. Lemmon, World Wide Broadcasting Foundation, Boston; A. S. Moffat, A. W. Marlin, R. F. Donahue and E. J. Samuel, WMAS, Springfield.

Virginia—Wilfred H. Wood and Wilbur M. Havens, WMBG, Richmond; Earl Sowers, WPHR, Petersburg; H. S. Lucy and R. N. Eubank, WRVA, Richmond; Floyd Williams and Joseph Butler, WSVA, Harrisonburg; R. P. Jordon, WDBJ, Roanoke; Philip P. Allen and A. E. Heiser, WLVA, Lynchburg.

Maryland — Mr. and Mrs. J. Thomas Lyons, WCAO, Baltimore; Hope H. Barroll, Jr. and Wm. Q. Ranft, WFBR, Baltimore.

Maine—Thompson L. Guernsey, WLBZ, Bangor.

New Hampshire—H. J. Wilson, WHEB, Portsmouth.

Rhode Island—Paul Oury and Howard W. Thornley, WPRO, Providence.

Vermont—W. Wheeler, WNBX, Springfield.

California—Howard DeLong, KRKD, Los Angeles.

Arkansas—Storm Whaley, KUOA, Siloam Springs.

Georgia—Maurice Coleman, WATL, Atlanta.

South Carolina—Roger Peace and Charles Peace, WFBC, Greenville.

Alabama—J. S. Allen, WHBB, Selma.

Tennessee—H. B. Wooten, WREC, Memphis; Harry Stone, WSM, Nashville.

Florida — Joseph Weil, WRUF, Gainesville, W. W. Luce, WQAM, Miami.

Texas—John Thorwald, WRR, Dallas; Truett Kimzey, KFJZ, Fort Worth; Bernard Hanks, KRBC, Abilene; Karl O. Wyler, KTSM, El Paso.

Illinois—H. C. Crowell and A. P. Frye, WMBI, Chicago.

Kentucky—L. B. Wilson, WCKY, Covington.

Missouri—Oscar C. Hirsch, KFVS, Cape Girardeau; Arthur B. Church, KMBC, Kansas City; Lester Cox, KGBX-KWTO, Springfield; Mr. and Mrs. Donald Davis, WHB, Kansas City.

Ohio — Allen T. Simmons and John Aitkenhead, WADC, Akron; W. P. Williamson, Jr., WKBN, Youngstown; H. K. Carpenter, WHK, Cleveland.

Wisconsin — Dan Gellerup, Harry J. Grant, Leonard L. Bowyer, Donald Abert, W. J. Damm, WTMJ, Milwaukee; H. Born, Mr. Broughton, WHBL, Sheboygan.

Minnesota—R. K. Herbst, KVOX, Moorhead.

Canada—E. S. Rogers, CFRB, Toronto.

Consulting Engineers—John H. Barron, S. E. Edwards, Dr. Alfred N. Goldsmith, Stuart L. Bailey, Glenn D. Gillett, Wm. G. H. Finch, Frank R. Brick, Jr., John V. L. Hogan, Murray E. Tucker, Gustave A. Gerber, Ernest A. Tubbs, C. H. Braselto, Edward H. Loftin, E. C. Page, R. D. Martin, Edgar H. Felix, Howard S. Frazier, Paul Alger, Joseph Nassau, Joseph A. Chambers, Robert H. Marriott, Raymond M. Wilmotte.

RCA to Schedule Spots On 88 NBC Affiliates

RCA MFG. Co., Camden (RCA-Victor radio receivers) the week of Nov. 16 will place live station-break announcements, three times weekly, using three to five-week schedules, on 88 stations affiliated with NBC. RCA had planned to place the business on all NBC affiliates but some could not clear the time. The announcements feature the new RCA-Victor 1937 receiver which will be known as the NBC Tenth Anniversary model.

Stations are WFBR, WBAL, WRC, WMAL, WRVA, WTAR, WSOC, WPTF, WWNC, WIS, WFBC, WSB, WFLA, WIOD, WJAX, WSM, WSMB, WAPI, WWJ, WXYZ, WOOD, KSD, KWK, WDAF, WREN, WHO, KSO, WOWO, KOIL, WKY, KVOO, WMC, KGBX, KOA, KGYL, KGIR, KLO, KGHL, KOMO, KJR, KGO, KEX, KHQ, KGA, WSYR, WNAC, WJAR, WTIC, WHAM, WBEN, KFI, KECA, KFSD, KSTP, WEBC, WDAY, KFYR, WEBR, WGY, WTAM, WGAR, WCAE, KDKA, WCKY, WCOL, WIRE, WAVE, WMC, WTMJ, WENR, WMAQ, WLS, WOAI, WFAA, KPRC, KGW, WTAG, WCSH, WBZ, WABY, WCSC, WJDX, KTBS, KTHS, WIBA, KTAR, KYW, WFIL. Lord & Thomas, New York, is the agency.

MR. E. H. RIETZKE — PRESIDENT OF CREI

MORE THAN 25% OF U. S. BROADCASTING STATIONS EMPLOY CREI MEN

BROADCASTING EXECUTIVES want men who possess engineering training. CREI students offer that extra something; the ambition to excel, the will to learn, and the sound knowledge that a constantly revised course of study gives to men who are constantly meeting new problems. If you have a good job—STUDY TO KEEP IT. If you want a good job STUDY TO JUSTIFY IT! There must be a reason why more than 25% of the stations prefer CREI trained men . . . write for the catalog and you'll know why!

Write for FREE Catalog

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-11

Washington, D. C. 14th & Park Rd.

New York City 29 Broadway

CREI

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

STELLI

Cutting Needles for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.

ELECTRIC-MUSIC

201 Verona Ave., Newark, N. J.

QUALITY rather than Quantity has always been our aim. Quality is what distinguishes SCIENTIFIC CRYSTALS from all others. Accuracy guaranteed BETTER than .01%

CRYSTAL SPECIALISTS SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals $90

Scientific RADIO SERVICE

124 JACKSON AVENUE

University Park Dept. B-1162

HYATTSVILLE, MARYLAND

Send for our price list and booklet

Merchandising & Promotion

Babies and Bonds—Wynn's Spuds—Auto Promotion—Top of the Dial—Emphasis on Style

INTERNATIONAL Cellucotton Products Co., Chicago (Kleenex), is offering $10,000 in U. S. Savings Bonds as prizes in a letter writing contest on "What I Consider the Best Way to Use Kleenex for Babies and Why I Think So", in connection with the birth of a son to the heroine of its radio serial *The Story of Mary Marlin*, broadcast Monday through Friday, 12:15-12:30 p. m., over an NBC-Red network. The baby was born Nov. 3 and the contest announced Nov. 6. In addition to the 259 prizes in baby bonds, the sponsor is also offering 3,000 merchandise prizes, consisting of 500-sheet packages of Kleenex in special baby boxes. Letters must be accompanied by a name for the baby boy and a strip torn from any size Kleenex package. Agency: Lord & Thomas, Chicago.

* * *

THE WOAI-Hom-Ond radio week staged in San Antonio in October resulted in an increase of 17.26% in sales of items featured, as compared with the previous month, at a time when sales ordinarily decrease. The items included staples, most difficult to increase in volume sold. Volume of the Hom-Ond chain of 15 stores increased 6.6% over the same period in the previous month. Sales of one nationally advertised product rose 71% during the sale. Figures on sales were supplied to WOAI by Perry Shankle, president of the chain. Extensive merchandising tieups were included in the campaign [see preview of campaign in BROADCASTING Sept. 1].

* * *

C. H. BAKER Co., San Francisco (shoes), which started a weekly quarter-hour series on KFRC, San Francisco, on Oct. 18, is offering $50 as a prize in a 13 weeks contest to find a name for its $4.95 shoes for women. Contest is attracting about 200 letters weekly. Sidney Garfinkel Adv. Agency, San Francisco, has the account.

* * *

EVERY listener a motion picture critic! *Hollywood Whispers*, weekly from KHJ, Los Angeles, to the Don Lee-California network for Dr. Strasska Laboratories (toothpaste) on Nov. 2 announced a contest with prizes totaling $750. Fans will be asked to vote the best motion picture of the month.

* * *

AXTON-FISHER TOBACCO Co., Louisville, sent packages of Spud cigarettes with announcements of the new Ed Wynn series on an NBC-Blue network and through transcriptions on a number of other stations. Young & Rubicam Inc., New York, is agency.

* * *

DON LEE network, dramatizing its California market by mailing reprints of its alluring advertisements, accompanied its reprint of a bathing beauty (BROADCASTING Nov. 1) with a big can of de luxe ripe olives.

* * *

EACH day Lloyd G. Vernard, sales and merchandising director of WGAR, Cleveland, sends sponsors clippings from local newspapers in which the sponsor is mentioned.

NASH MOTOR Co., Kenosha, Wisc. (automobiles), has had radio receivers installed in every showroom and suggests that dealers invite their prospects to come in and listen to the company's *Speed Show*, broadcast Saturday evenings on CBS, right there where they can look over the cars as they listen. Every Monday each dealer receives a postcard advising him of the stars to be heard.

* * *

BOWMAN DAIRY Co., Chicago (milk), will promote its radio series on WGN, Chicago, with bottle hangers to be distributed to some 300,000 Chicago homes by Bowman milkmen the morning of Dec. 9, date of the opening broadcast. Wagon cards and large bulletins on the company's billboards will also be used to advertise the program. Agency is J. Walter Thompson Co., Chicago.

* * *

SANDMAN MATTRESS Corp., San Francisco (mattress manufacturers), is awarding a $22.50 mattress every two weeks to the winner of its bimonthly amateur script contest on KYA, that city. Budding writers are invited to submit their scripts and the best one is enacted every second week during the Sunday evening *Sandman Hour*.

* * *

KLZ, Denver, has distributed 5,000 spike peg tops, with cords, and printed on the tops is the message, "The TOP programs are at the TOP of the dial—KLZ, 560 Kilocycles." The tops are in assorted colors of red, blue and green and are creating interest.

* * *

THE *To Market-To Market* brochure issued by WOR, Newark, has won another award, the award of Merit of the New York Employing Printers Association. The first award was by the American Institute of Graphic Arts.

COOPERATION of 39 independent gasoline dealers in San Fernando Valley, about 20 miles from Los Angeles, made possible *Valley Varieties* which started Nov. 1 on KEHE, Los Angeles, one evening half-hour a week for a year. The Van C. Newkirk Co., Los Angeles agency, handles the campaign for the independent dealers and for Andrews & Yeates, the distributors.

The program each week ends with a motto or a jingle which fans can copy and rush to a nearest valley station. The first fan to bring in the announced motto or jingle all copied to the station designated receives a $10 gasoline coupon book. A different station is designated on each broadcast.

* * *

IOWA Network, operating KSO and KRNT, Des Moines, and WMT, Cedar Rapids, has enlarged its merchandising and promotion activity to include illuminated display cases and boards in station lobbies; merchandising bulletins to grocers, druggists and other retailers; folders for dealer meetings; booths at conventions and trade exhibitions; special program letters to dealers; 26 billboards on arterial highways, with copy changed monthly; movie trailers, a score of theatres; car cards on the outside of 150 Des Moines street cars; newspaper publicity in the associated *Des Moines Register* and *Tribune;* programs calling attention to station features; trade publication promotion.

* * *

TAVANNES OF AMERICA Inc., New York (watches), in conjunction with its recently inaugurated West Coast campaign, has launched a weekly prize of a $50 watch to listeners who send in the prize winning sentence in a contest devoted to the merits of Tavannes timepieces. The sponsors, through Milton Weinberg Co., Los Angeles agency, are using the script *Split Seconds in History*. The series of 13 programs originate at the studios of KNX, Hollywood, and are fed to the Don Lee-CBS network.

* * *

KFWB, Hollywood has started a newspaper and billboard campaign for "The New KFWB".

I got the thrill of a lifetime when I visited the Gillette Factory.
There's never a dull moment with....
Gillette
BLUE BLADES
COMPLETE STOCK

DISPLAY CASE—This illuminated decoration is one of a series used by Iowa Broadcasting System to merchandise its programs. It promotes the *Gillette Community Sing* on CBS at 10 Sunday evening.

CADILLAC MOTOR CAR Co. is using radio in a completely new way, so far as automotive promotion goes, with its new *LaSalle Fashion Show*, which started Nov. 5 on 48 NBC-Red stations, Thursdays, 4-4:30 p. m.

"Big names" stud the presentations, which tie in with department stores for localized promotion. New styles, especially planned for the show, are described on the air, and in the various cities in which stores are tied in, living mannequins parade the fashions before invited audiences.

With this emphasis on high fashion, Cadillac hopes to put over the thought that its new lines of cars are also "high fashion". Behind the presentation is the idea that women have a major voice in the selection of a new car, and that their interest lies in the styling of the vehicle.

Sally Milgrim, Molyneaux and Lily Dache are the first three fashion authorities starred on the show. Charles LeMaire, noted designer, is master of ceremonies. Eddy Duchin furnishes musical background with his orchestra. Three ensembles will be presented each week.

* * *

INCREASED demand for fashion news and photographs of radio stars has led the NBC Press Division to create the full-time post of fashion editor. Betty Goodwin, of NBC Press, who has been handling the division's publicity as a part time assignment for the last two years, continues on the new basis. An innovation in radio, NBC's fashion publicity takes the form of releases on what the stars are wearing, photographs of special fashion interests and arrangements for stars' participation in fashion promotions and shows. The growing number of requests for service of this type marks the complete breakdown, NBC believes, of the old idea that radio stars should be heard and not seen.

* * *

RIO GRANDE OIL Co., distributing in California, Arizona and part of Nevada, has 400,000 circulation for *Calling All Cars News*, given away at its service stations. Its *Calling All Cars* program celebrates its third anniversary Nov. 18, the 156th program in the series. Eight Don Lee and four stations of the McClatchy group are used. In addition the company sponsors a weekly half-hour on KNX, Los Angeles, and KSFO, San Francisco. The bulk of Rio Grande's advertising budget goes to radio.

* * *

UNIQUE features are included in *Great and Growing Greater*, boardbound booklet published by the NBC sales promotion department for the Blue network. A "before and after" map of the Blue network is accomplished by a cellophane overlay on which changes are symbolized. Power increases, new antennas and new stations are shown. In the back cover of the booklet is a schedule of Blue advertisers since 1930.

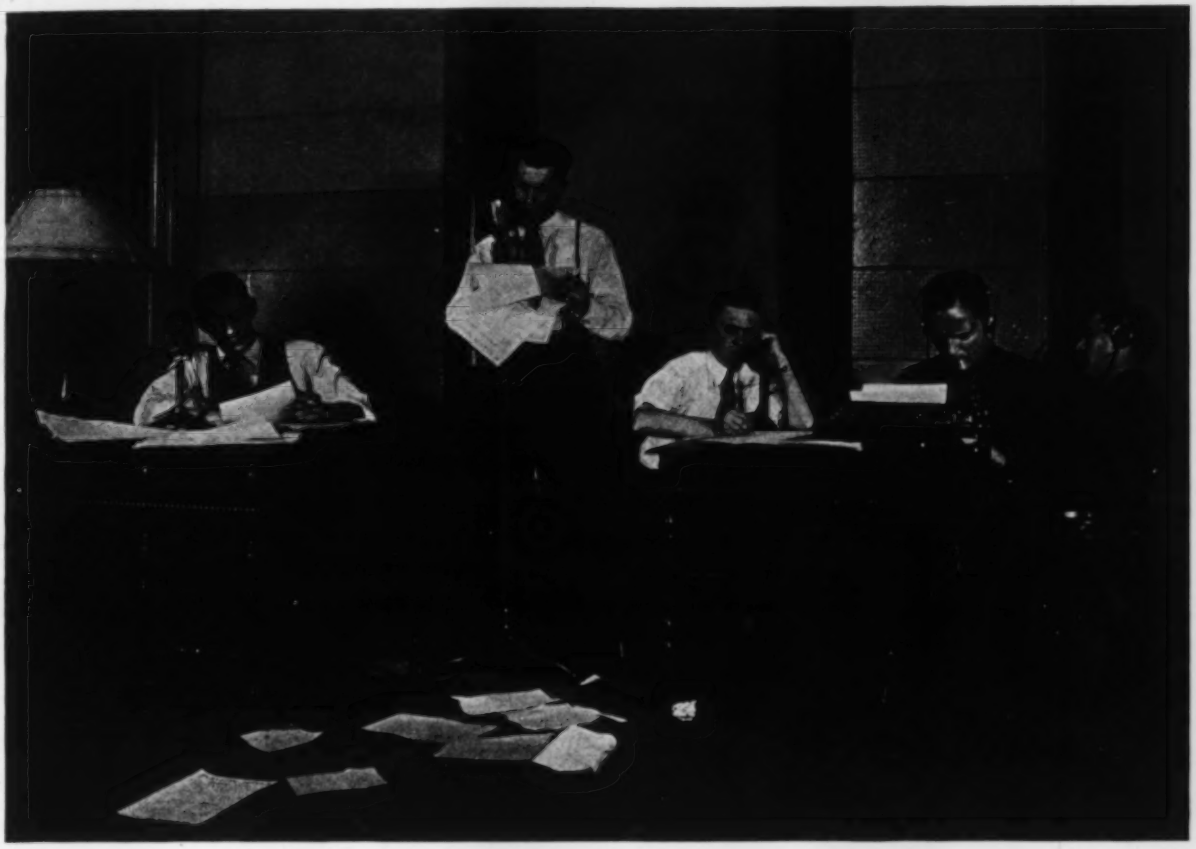
* * *

W9XBY, Kansas City, is distributing a promotion piece consisting of a facsimile of a radio survey of Kansas City taken by William Presmen, CPA, for Parkview Pharmacies, planning a radio campaign.

* * *

NBC printed the first page of its Daily News Report Nov. 9-15 on metal coated paper. The releases contained details of the Tenth Anniversary celebration.

BBC HAS ITS OWN LANDSLIDE!



During the week preceding November Third, BBC promised listeners the most comprehensive election returns in the history of Buffalo and Western New York. WGR and WKBW were used to publicize the service with spot announcements and dramatized five minute programs. Clubs, night clubs, theaters and restaurants were sent a special mailing. Paid display advertisements in daily and Sunday newspapers reminded listeners that BBC had cleared its schedules for returns, returns and more returns!

On the evening of Tuesday, November Third, BBC *Delivered.*

National returns came to the studios by direct wire from New York United Press Headquarters. State returns were furnished by loop wire to Buffalo headquarters. Direct communication with City Hall basement furnished Buffalo returns the moment they were available. BBC's mobile short-wave transmitter was used to gather county returns from Democratic and Republican headquarters and to put the successful candidates on the air the moment victory was assured.

BBC established a "city desk" in the studio where returns were cleared, background material was inserted to heighten interest and comment to interpret the vote. It was a landslide of returns intelligently, completely presented.

Service of this type is the usual thing with BBC, not the extraordinary thing. Service of this type is distinctive to BBC because of its unique two-station system of operation.

Think of the possibilities in the rich Western New York market in terms of the same service that brought a landslide of listener approval to BBC on Tuesday evening, November Third.

Sponsored?—Through Addison Vars, Inc., for Goodyear-Wende Oil Corporation, Texaco distributors.

WGR *. . . The Ends of the Dial . . .* **WKBW**

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XUM